



2025 Annual Letter and Meeting Information

Dear Treehaven Member,

We hope that this letter finds you and your family safe and well. As we transition from the 2024 season into 2025, the board of directors would like to share a new approach and level of transparency with our members. We feel that it is important to be open and honest about the progress of the pool, and also its challenges. While we do have our newsletter and Facebook posts, we realize not everyone may see those on a regular basis, and so we want to take a few moments to share major business and operational updates from 2024. Some of these updates may spark questions or comments. We invite you to bring those to our annual meeting, which will be held on Thursday April 24 starting at 5pm at the pool. We also encourage you to bring your work gloves and give us a hand prepping the pool for opening, immediately following the meeting!

Accomplishments

- Over 30 kids participated in swim lessons with our guards last summer - a great way to learn skills and water safety!
- Removed years of mud and brush that has slid down the hillside behind the concession stand, putting pressure on the block and causing water runoff issues. The area was dug out, a trench routed with a bridge, and a fence installed to keep everyone safely out of the area.
- We finally purchased a new heater! The heater itself cost just under \$5000, which was covered by 2023 + 2024 fundraising costs. (Installation costs are estimated at \$9500, although we have not yet received the final invoice.) The heater is in the final stages of installation and will be functional for the 2025 season.

Financial Review

Income

For the 2024 year, the pool brought in \$51,398 combined across all income types:

	<u>2024</u>	<u>2023</u>
Membership	41,643	49,607
Cash (Gate Fees, Concessions)	5,295	2,166
Sponsorship	3,000	3,482
Private Parties	1,050	1,840
Fundraisers	410	4,591
Total	51,398	61,686

Income insights:

- Cash deposits and gate fees were up significantly! This may be attributed to various cash events (like Bingo or the Summer Olympics).
- Membership income is down nearly \$8000 From 2023 to 2024, even though we only saw a reduction of 5 households. This may be due to households renewing instead of being new, and also to greater utilization of the early-bird discount.
- We took a step back from major fundraising last year, due to all the previous fundraisers. Our smaller fundraisers for 2024 were Primanti's night, Moe's boxes, and the Soup Sale. In 2022, fundraising brought in \$3,500.

Expenses

We totaled \$62,878 in expenses for 2024. Our top expenses (not exhaustive) were:

	<u>2024</u>	<u>2023</u>
Wages-Salaries	-22,449	-29,978
Bills & Utilities	-9,736	-7,671
Pool Maintenance	-9,103	-12,212
Tax	-8,302	-3,776
Insurance	-4,952	-4,156
Fees & Charges	-2,267	-20
Maintenance	-2,044	not available
Misc. (Refrigerator)	-800	none
	\$59,653	\$57,813

Expense insights:

- Payroll as a whole dropped over \$7,500, likely due to closing during inclement weather as well as having a more narrow job description for the maintenance manager position, and a lower pay contract with it.
- In 2024, we took the major step of paying our lifeguards as W-2 workers instead of 1099 independent contractors. This decision was made to align with IRS guidelines and to protect our lifeguards in regards to tax responsibilities and personal liabilities. Switching to a W-2 payroll system was a huge contributor in higher taxes and fees. (Fees incurred from subscribing to a payroll system).
- The concession stand refrigerator broke in the middle of July.
- A water leak at our intake meter drove up water costs until it was fixed by Creswell Joint Water Authority.
- We purchased a new heater.

Plans and Measures

For 2024, Treehaven operated at a loss of over \$11,500. While we did have some major expenses that we had been saving for (heater) and some large unexpected costs (fridge), we still operated significantly in the red. We comfortably started the year with \$16,500 in the bank, which allows us plenty of room to order the absolute necessities, such as paint and chemicals, to operate for the 2025 season. This board is committed to working toward a balanced budget and ultimately a profitable return so that we can continue to invest in our pool, our members, and our community. How are we planning to do that?

- Reign in expenses
 - We have decided to forego hiring a maintenance manager or pool manager this year. We will handle as much maintenance ourselves as we can, and only contract out as absolutely needed.
 - When we do need to contract out, we will always get bids to compare which the board as a whole will vote on and approve.
 - Tackle leaks quickly. Water is one of the few utilities we can control, and we use a ton of it.
 - Continue to share when we need equipment or supplies. If you have anything used that we need, we're happy to have it. A big thank you to those who have purchased things like a radio, umbrellas, and chair straps - all essentials that the pool will not need to buy this upcoming season! Please monitor Facebook or the newsletter for our wish list.
- Expand our volunteer base
 - We need your help! Opening and closing the pool are big jobs, and historically has fallen to the board and a few dedicated members. If we can't get to a task, it either doesn't get done or we have to pay someone to do it.
 - Please consider signing up for a [specific job during our workdays](#), or make arrangements to help another time or another way that fits your abilities and time available.
 - We are offering an incentive before opening day to try to get volunteers: gather 5 people age 12+ on a Saturday in May, work 3 hours each at the pool, and earn a free party up of to 25 people! Volunteers do not need to be members. This is a great way for scouts, youth groups, or anyone to earn a pool day! (Parties based on date availability, party must be during the open 2025 season.)
- Increase income
 - You can help here too! Spread the word on [sponsorship opportunities](#), [host a party](#), or consider a donation. Treehaven is a wonderful place for sports teams to bond or celebrate the season, church picnics, scout outings, and birthday parties of all ages!
 - When we have fundraisers, please support us in any way that you can. Buy the taco kits! Sign up to sell tickets for a shift! Share with your family and friends! Our [raffle ticket fundraiser](#) goes through April 15.
 - Apply for corporate donations and grants. We can use help here too. If you have any experience with 501(c)3 organizations or grant writing, please let us know.

Another year similar to previous years will leave us again with a nearly \$10,000 deficit, and zero money to invest in routine maintenance and supplies. The board is committing to doing everything we can to not let this happen.

INCOME	
Events-Parties	1,000.00
Fundraiser	3,000.00
Gate Fees	1,000.00
Membership	40,000.00
Sponsorship	3,000.00
TOTAL INCOME	48,000.00
EXPENSES	
Bills & Utilities	-10,000.00
Fees & Charges	-2,000.00
Insurance	-5,000.00
Maintenance	0
Heater Install	-9,500.00
Tax	-8,500.00
Wages-Salaries	-22,500.00
TOTAL EXPENSES	-57,500.00
Profit/Loss	-9,500.00

Goals for 2025

Looking forward to 2025, the Board of Directors has outlined several goals:

- Open and operate a clean, safe pool for all
- Determine a strategy for a balanced budget (or surplus!)
- Foster a sense of community and ownership amongst our members
- Complete install of the heater
- Complete install of the pump. (Pump was purchased prior to opening in 2024 - and we already have a volunteer to install it!)
- Raise funds toward maintenance
- Dig up and replace the pipe connecting the baby pool to the main pool (after close of 2025 season, unless necessary to do sooner)

Stretch goals, or currently targeted for 2026:

- Raise funds to purchase and install filter (Estimated total cost for filters, sand, supplemental materials, and labor: \$27,555)
- Update the baby pool and activity area
- Address natural spring overflow from hillside
- Replace lower deck
- Update bathrooms

Our Why

Since the 1960s, Treehaven has been a sparkling central point of the community. We have generational members who have supported us since the beginning. We have new families and friends who are beginning their legacy this year. It is important to every single board member that we offer a fun, clean, and family-friendly safe space for those who choose to come to our pool. We know life has changed a lot in the last 65 years, and our pool must adapt to that. Prices change, families move, society evolves. We understand that not everyone is available to spend all day at the pool, and so this summer we are going to try some new ways to help support our members who may have commitments like work or sports. For example, we hope to have an occasional afternoon drop-off summer camp. We are going to host events that promote community within our membership and connect friends, young and adult, old and new. We want our members to be able to leverage the pool to the greatest possible extent they can. By offering positive experiences and building friendships, our goal is to attract returning members as well as new members from not just Hopewell, but neighboring communities as well.

We hope you are as excited about the 2025 swim season as we are, and we hope you will come join us at the annual meeting, an upcoming workday, or poolside this summer! If you have any questions, want to help, have an idea or project for the list, or just need to reach out, please email us treehavensmimclub@gmail.com.

Thank You!

Your 2025 Treehaven Swimming Club Board of Directors