

Okaloosa Government Agencies Partner to Provide Funding Support to ECFF

We encourage all of our ECFF supporters and pool patrons to express their thanks and support of the contributions to their local leaders.

In early 2021, The Emerald Coast Fitness Foundation reached out to the Okaloosa County Commission to begin to find a way for county funding to supplement ECFF revenues. We felt that, with a solid 4-year track record of success, we could confidently request funding support to help us continue to offer and enhance our aquatic facilities which are the only ones that provide the public with swimming lessons, water safety development, fitness, recreation, and competition opportunities for Okaloosa County residents. After meeting with County Commissioners, they encouraged us to create a coalition that involved the County, the School District, and the two primary city governments affected by our pools, Fort Walton Beach and Destin.

We worked to navigate through the budget processes of each entity and finally, in October of 2021, secured the fourth budget commitment.

We are very proud to announce that the ECFF has received or will be receiving \$25,000 contributions from the City of Destin, the City of Fort Walton Beach, the Okaloosa County Board of County Commissioners, and the Okaloosa School District (as district support of swim programs at the schools).

This additional \$100,000 of revenue is very helpful to our budget and will allow us to keep our program fees at low levels while continuing to expand our program offerings and maintain and improve our facilities.

We greatly appreciate the acknowledgement from these agencies that our aquatic facilities and the activities that take place in them are important to our communities and provide an essential quality of life element to residents and visitors to Okaloosa County.

We encourage all of our ECFF supporters and patrons to express their thanks and support of the contributions to your local leaders. It is our desire to have each entity make these contributions to the ECFF every year.

High School Swim Season Features New Teams & Top-10 Finishes at State Championships

As the 2021-2022 school year commenced, school swim teams were splashing into action. The most significant new development was the creation of two new, first-ever, Girls' and Boys' Varsity Swim Teams at Crestview High School and Destin High School. CHS was coached by our ROC Pool manager, Katie Searles, and assisted by our longtime lifeguard and instructor, Kay Smith. The Bulldogs fielded a team of 49 enthusiastic and mostly new swimmers. It was very exciting to bring a new sport to CHS's offering, and to bring so many new athletes to the sport. Crestview hosted three swim meets at the ROC pool in October, including teams from Choctaw, Milton,

Navarre and Rocky Bayou Christian School. The Bulldogs also attended meets at the Bernie, Destin and Milton.

The brand-new Destin High School, which is located in the former Grace Lutheran Church facility next door to the Aquatic Center in Destin, fielded a small first team of about 10 athletes and was coached by Brad Kale. The DHS Sharks competed in several meets and had some very encouraging results. They are looking forward to expanding the team as the school increases enrollment in the coming years.

Choctaw High School's swim team sent one athlete to the 2A State Championship meet in Stuart, Florida, our lifeguard,

Landon Campbell. Landon competed in the 100yd backstroke and improved his time, breaking the 1-minute barrier for the first time. Coach Jamie Siefert was pleased with his performance.

Coach Will Breehl's Ft. Walton Beach HS Vikings practiced and competed at the Bernie and sent four boys to the 3A State Meet, where freshman, Nolan Steele placed 17th in the 200yd IM and 19th in the 100yd Backstroke and the 200yd Free Relay team of Nolan, Fisher Kelly, Marquis Muniz and Jonathan McIntyre finished 15th overall.

Niceville HS, which hosts meets at the Bernie and Destin had the best showing at state,

taking 7th place overall for the Girls' team. Their 200yd Medley Relay captured 2nd place overall, which earned medals for NHS and Coast swimmers, Page Dolloff, Aydan Horrigan, and Fletch and Emma Crumbaugh. Individually, Fletch finished 8th in the 50yd Freestyle, and 5th in the 100yd Breaststroke, Page was 8th in the 200yd Free and 15th in the 100yd Free and Aydan was 15th in the 200 IM and 14th in the 100 Back.

Congratulations to all of our High School Athletes on a successful season.!

We are looking ahead to the start of Middle School Swimming Season in February 2022. With the addition of the Crestview pool, there will now be swim teams at Shoal River and Davidson Middle Schools.

ECFF Business Sponsors Provide Support

Annual Business Sponsors make a \$1,000 tax-deductible donation and receive a one-year complimentary pool membership. Any companies wishing to be Annual Business Sponsors can email swimecff@gmail.com for information

FWB Pool Sponsors:



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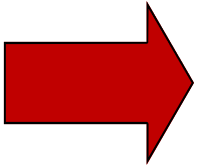
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THE NEW YEAR WILL BRING NEW REGISTRATION FORMS AND PUNCH CARDS FOR ALL PROGRAM PARTICIPANTS.



SAVE TIME BY PICKING UP AND FILLING OUT YOUR 2022 REGISTRATION FORM DURING ONE OF YOUR DECEMBER VISITS.

IF YOU PAY IN FULL FOR 12 MONTHS OF AQUACIZE, LAP SWIM, FAMILY SWIM OR TOTAL FLEX, YOU WILL GET ONE MONTH FREE

Year-End Finances? Consider Tax-Deductible Donations to ECFF

Options for making tax-deductible donations to the Emerald Coast Fitness Foundation

Tax-Deductible Donations via Cash, Check, Credit Card or PayPal:

Cash - Any Amount- make sure we have donor's name and address
Checks - make checks payable to ECFF
Credit Card - Any amount
PayPal-<http://ecfitnessfoundation.org/home/bernies-5th-anniversary-celebration/>

Sustaining Periodic Donation

Set up donation of any amount and frequency via secure online payment system:
<https://emeraldcoastfitnessfoundation.networkforgood.com/projects/96023-ecff-sustaining-donors>

Amazon Smile

Designate Emerald Coast Fitness Foundation to receive a percentage of your Amazon purchases

Benevity

Specify Emerald Coast Fitness Foundation as a recipient of payroll-deducted donations and matching corporate funds.

IRA Distributions

Direct a portion of your required minimum distribution to be sent directly to ECFF. Reduces taxable RMD total.

Bequests and Legacies

Include ECFF in your will and estate planning as a recipient of funds from your estate

Business Sponsorship

Provide a \$1,000 annual business sponsorship and have a sign placed at the pool and receive one free Super Swimmer Total Flex program card

In-Kind Donations of Goods and Services

The ECFF is always in need of materials and services that help us to operate and maintain our pools and upgrade our facilities. Construction-related materials and services, and business services such as printing, advertising, auditing, and website development are among the areas that we would welcome in-kind donations of goods and services.

Permanent and Naming Sponsorships

Donations in excess of \$2,500 can have a permanent metal sign placed at one of the pool facilities. Naming Donations of \$100,000 are still available for the pools at the Aquatic Center in Destin.

Business and Organization Philanthropy

Your business or organization could conduct a fundraiser for the benefit of the Emerald Coast Fitness Foundation. Donations may be directed to specific programs such as the Athlete Assistance Fund, or Swimming Lessons, or capital improvements, or to our general operating fund.

Donation of Highly-Appreciated Stock

Avoid the capital gains tax hit on stocks that have gained a great deal of value. Transfer the stock to the ECFF at its current value. ECFF will sell the stock and benefit from the donation. Donor receives tax benefit of donation at the current value and does not pay the capital gains tax on the increase in price of the stock.

*Please contact ECFF Treasurer, Kathi Heapy, for further information
Cell (850)585-6233 email: swimecff@gmail.com*

Thank you for your support of our Community Swimming Pools!

The Emerald Coast Fitness Foundation, Inc. has received 501(c)3 status with the Internal Revenue Service. Our official taxpayer identification number is 47-2708975. A copy of the official registration and financial information may be obtained from the Division of Consumer Services by calling toll-free (800-435-7352) within the state of Florida. Registration does not imply endorsement, approval, or recommendation by the State. Florida Solicitation of Contributions Act registration number: CH45919

Make Plans to Support Our First Annual Sip & Splash Aquatic Affair

With the goal of creating an annual high-profile fundraising event for the Emerald Coast Fitness Foundation, we have partnered with Proffitt PR to create a very special event for May 14, 2022 at the Aquatic Center in Destin.

This event will be a premier social calendar event involving residents, business leaders, community leaders and philanthropists, celebrities, and our treasured aquatic community families to raise money through ticket sales, sponsorships, and activities at the event, such as a silent auction. The intent is to involve the communities surrounding ALL THREE of our aquatic centers, and raise funds for them to split equally.

If you are willing to help with any aspect of this event, especially sponsorship, email taylor@proffittpr.com to learn more. There are numerous levels of sponsor contributions available.

Please help us make this a spectacular event that the community will look forward to every year.



The poster features the title "SIP and Splash" in a mix of serif and cursive fonts, with a silhouette of a person diving. Below the title is "AN AQUATIC AFFAIR" and the Emerald Coast Fitness Foundation logo. The event details are: May 14, 2022, 4345 Commons Drive West | Destin, FL. Sponsorship opportunities are available, and official details are forthcoming. The background is a teal watercolor wash.

SIP and Splash
AN AQUATIC AFFAIR

Save the date for an elegant wine dinner benefitting the Emerald Coast Fitness Foundation and their mission to produce community aquatic facilities and programs that provide water safety, recreation, and fitness in the Destin, Fort Walton Beach, and Crestview communities.

May 14, 2022
4345 Commons Drive West | Destin, FL

Sponsorship opportunities available. Email taylor@proffittpr.com to learn more.
Official details forthcoming.

Safe Kids Campaign Update

The Safe Kids Campaign was started in 2021 to raise funds for a special account that the ECFF has which designates monies to fund program fee scholarships for needy participants and cover some costs of ECFF programs that provide water safety and swim lesson instruction to youth in our community. In 2021, we collected donations totaling \$10,313.52 for this fund. We used that money to

cover the cost of the Youth Village summer pool usage and lessons, in addition to scholarships granted to fund program fees for needy patrons. This fund is also used to pay the cost of swim lesson instructors and lifeguards during lesson times.

In pursuit of our goal of \$25,000, donations are still being accepted for the Safe Kids Campaign. It's easy to make a donation online from the

front page of our website:

www.ecfitnessfoundation.org

Page down to the picture of the pool and click "Donate Now". Cash and check donations are also accepted at the pools.

Our mission is to teach children to swim so that childhood drowning ceases to become the leading cause of death for youngsters under age 5 in Florida.

ECFF Expands its Service to Okaloosa County with Addition of the ROC Pool in Crestview in May, 2021



In May, 2021, the ECFF entered an agreement with Central Baptist Church in Crestview to operate and administer the ROC Pool in Crestview. This 5-lane, 25-yard pool is part of their Recreation Outreach Center at CBC. With the ECFF assuming the responsibility for operation and maintenance of the pool and a monthly stipend paid to CBC for utilities, we have been able to open the only public pool for the Crestview and North Okaloosa community. Our first summer results were very encouraging. We look forward to increasing these numbers of participants in programs in 2022: **Currently, the ROC pool is open for Lap Swim on Monday, Tuesday and Friday from 5:30pm to 7:00pm**

Aqua Zumba: 68 daily & monthly passes

Lap/Open Swim: 381 daily & monthly passes

Youth Swim Lessons: 377 lessons given

Crestview Crusaders Summer Swim Team 75 kids

Crestview HS Swim Team: 49 student-athletes

Rocky Bayou Christian School: 27 student-athletes

Coast Aquatics Swim Team: 14 new athletes

Employees: 10 lifeguards & 3 lesson instructors

Okaloosa Gas District has donated a pool heater so that the ROC pool can be utilized for lap swim and Coast and middle school swim teams through the winter months. ECFF is still responsible for paying the cost of the gas and pool maintenance. Donations and sponsorships are still being sought to defray costs and help us to be able to keep the pool available to the community

BRONZE SPONSORS

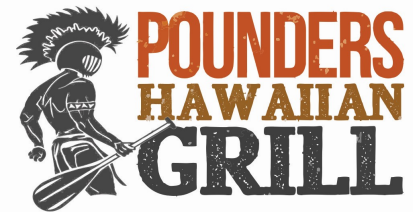


PLATINUM SPONSORS



Okaloosa Gas District

RIMA COLE



GOLD SPONSORS

**Family Vision
of Crestview**



Masters Swimmers to Mark Bernie's 6th Anniversary with Swim Meet



Our local US Masters Swimming-affiliated team, the Okaloosa Liquid Dragons, (OLDI) will mark the 6th Anniversary of the Dedication and Re-opening of the Bernie R. Lefebvre Aquatic Center on Saturday, December 11, 2021 with a swim meet that is expected to include several local swimmers and draw swimmers from Pensacola and Panama City, as well as neighboring states. The pandemic has limited options for Masters' Swim Competitions throughout the region, so the Dragons are hopeful that this meet will have strong attendance. Early entries include swimmers aged 23 to 84 as well as some athletes with top-10 performances nationally for 2021.

The meet is open to all USMS-registered athletes. Swimmers do not need to be actively practicing with a masters team. Lap swimmers can register for US Masters and enter the meet at usms.org. Contact Kathi at swimecff@gmail.com for further information.

The OLDI team wishes to thank Chris Sehman for opening his Helen Back Restaurant as our post-meet awards and party location.

Bernie Pool Manager Achieves Red Cross Lifeguard Instructor Certification

Laurie Bell, the first employee of the ECFF and Bernie R. Lefebvre Aquatic Center Manager and Swim Lesson Program Coordinator and Lifeguard and... (you get the idea, she is the heart of our operation), has completed the certification process to become an American Red Cross Certified Lifeguard Instructor. She is also a certified swim instructor with PADI Swim School. This new certification will allow us to have lifeguard, CPR/AED, and Water Safety for Swim Coaches classes at ECFF pools on a far more regular and predictable basis. This will allow us to re-certify current guards and coaches, as well as developing new staff members to work at all of our pools. She will also be available to conduct classes for the general public which can provide another revenue stream for the

ECFF.

If you or someone you know is interested in receiving Red Cross lifeguard certification, please email Laurie at Berniepool17@gmail.com to let her know.

ARC Lifeguard Certification is open to all persons 15 years and older who can complete the pre-requisite in-water skills. The classes include videos, lectures, book work, and skills practice, both on dry land and in the pool.

Additionally, our lifeguard and swim/aquatic instructor, Dawn Dziokonski has achieved the American Red Cross Swim Safety Ambassador Certification and has provided us with very valuable information and resources to teach and practice water safety.

New Lighted Sign At The Bernie Will Improve Visibility

Thanks to funding by private donors, including our founding sponsors, Gary Smith Ford, Tim Smith Honda and Tim Smith Acura, the community should now become VERY aware of where the pool is located.

Destin Sign Company created and installed this monument sign with an LED-lighted cabinet sign and high-resolution electronic message boards in the space outside the fence alongside Lewis Turner Blvd, on the approach to the new entrance to the pool and parking lot. Once the electrical work is completed and the trees and brush are cleared, the sign will be brightly lit and very visible to traffic going both directions on Lewis Turner Blvd.

The LJPS construction has confused

many people about the continued existence and operation of our community pool. Liza Jackson Prep School kindly installed the logo sign above the entrance door, but it has been a challenge for community members to find us and participate in our activities.

This new sign will make it very apparent where we are located and the electronic message board will allow us to post pictures, messages, announcements, and advertising that will be very visible to thousands of passing vehicles every day.

If you would like to advertise on the sign, please contact Kathi at swimecff@gmail.com to discuss details.



2021 at ECFF Pools...By The Numbers



The “Bernie” Continues to be a Very Busy Place

Working around the LJPS construction, and without making any significant changes in our program offering or activity schedules, we have tried to balance the varied needs of the community.

Annual Usage Figures Jan-Nov 2021:

Program	#sold	#people served
Family Swim Monthly Pass	164	98 families
Family Swim Daily	318	318 families
Lap Swim Monthly Pass	750	284 people
Lap Swim Daily Pass	2,448	2,448 people
Aquacize Monthly Pass	824	174 people
Total Flex Monthly Pass	330	111 people
Saturday Swim Lessons	853	374 people
Tu/Th Swim Lessons	404	242 people
Private Lessons	400	83 people
Summer Lessons	92	82 children
LJPS Lessons & Day Camp	97	50 children

Bernie Pool Rentals to Groups:

Liza Jackson Prep School Summer Camp
 Red Cross Lifeguard Training
 Spectrum House Autism Center
 Bernie’s Bull Sharks Summer Swim Team
 Youth Village
 Special Olympics
 Coast Aquatics Youth Swim Team
 Emerald Coast Martial Arts
 T3i Training
 96th Security Forces, Eglin AFB
 Okaloosa Liquid Dragons Masters Swim Team
 Center for Lifelong Learning
 Okaloosa County High Schools: Ft. Walton Beach HS
 Choctawhatchee HS, Niceville HS, Crestview HS
 Okaloosa County Middle Schools: Destin MS, Bruner MS,
 Pryor MS, Meigs MS, Ruckel MS, Liza Jackson Prep School

Destin Pool Enjoys Increased Usage, Expanded Swim Lesson Program in 2021

Between our dedicated “regulars” and a constant stream of visitors from out of town, it seems there is always someone in the pool, even in the rain and chilly weather. The geothermal pool heating system keeps the lap pool at a comfortable 82 degrees.

Annual Usage Figures Jan-Nov 2021

Program	#sold	#people served
Family Swim Monthly Pass	101	101 families
Family Swim Daily	131	131 families
Lap Swim Monthly Pass	872	243 people
Lap Swim Daily Pass	874	874 people
Aquacize Monthly Pass	183	57 people
Weekly Lap Swim Pass	204	204 visitors
Swim Lessons	348	239 children
10-visit Punch Card	83	83 people
Private Lessons	142	36 people

Destin Pool Rentals to Groups:

Shalimar United Methodist Summer Camp
 Destin Junior Lifeguards
 Scuba Tech
 Destin Dolphins Summer Swim Team
 Carson-Newman University
 Destin High School
 Coast Aquatics Youth Swim Team
 Destin Fire Control District
 Krewe of Bowlegs’ Kids
 Big Kahuna’s Lifeguard Training
 Okaloosa Liquid Dragons Masters Swim Team
 Emerald Coast Middle School
 Okaloosa County High Schools: Ft. Walton Beach HS
 Choctawhatchee HS, Niceville HS, Crestview HS
 Okaloosa County Middle Schools: Destin MS, Bruner MS,
 Pryor MS, Meigs MS, Ruckel MS, Liza Jackson Prep School