



SENECA VALLEY JUNIOR FOOTBALL & CHEER ASSOICATION

Cranberry Township, Pennsylvania

www.SVjrFootball.org

2014 Annual Report to the Association

Pierre Khoury / President

Matt Curran/ Vice President

Dave Bacher /Treasurer

Kim Matthews / Secretary

Pat Cercone / Football Coordinator

Dale Miler / Assistant Football Coordinator

Becky Brown / Cheer Coordinator

Christine Wilkerson/ Assistant Cheer Coordinator

Mary Kreisberg /Communications Coordinator

Brian West / Financial Coordinator

Deb Irwin / Concessions Coordinator

Brandon Fischer / Facilities & Flag Football Coordinator

Jen Hancox / Auxiliary

President: Pierre Khoury

- Reduced ongoing debt liabilities by more than 50% over the next 5 years
Negotiated a new Lacrosse contract through 2023 & a North Catholic contract in 2014
 - **2014 Field Use Addendum signed** - changes our payment schedule from lacrosse. Lacrosse was paying \$5000 a year now \$16,870. Township is lacrosse landlord NOT SVJFAC.
 - 2019-2023. Lacrosse pays the township \$7500 a year. Township credits our account half of that (\$3750) to be used towards our lighting bill (we have no debt to township these years).
 - Break down of the payments from North Catholic for field use from the township:
 - Total brought in for Soccer Fields - \$16,262.50; reducing bill by \$8,131.2
 - Total brought in for Football Fields - \$8,050; **reducing bill by \$4,065.62**
 - Total brought in for Baseball/Softball Fields - \$300; reducing bill by \$150

Financial summary:

- Coming year SVJFAC payment to the township will be: \$12,805 **reduced** from \$33740.
 - Future payments to township will be \$16870 (less any field leases) through 2019
 - 2019-2023 we will be debt free & receive \$3750 year credit from Township & Lacrosse while maintaining control of Graham Football complex.
 - We have removed insurance liability & facility liability to SVJFAC association during lacrosse season.
 - Between now & 2023 we added **\$66,545** to our bottom line.
- Township partnership programs were a priority.
 - Developed New Communication agreement: The Cranberry Township youth sports associations & the Cranberry Township Parks & Recreation Department have agreed to periodically share registration & program information for the benefit of everyone in our community. Our goal is to use our combined communication resources to increase participation in sports & participation in community activities. www.ctaaonline.com , www.svjrfotball.org , www.svlacrosse.org, www.svsasoccer.org, www.twp.cranberry.pa.us
 - Developed Township consolidated code of ethics for all sports organizations: agreed upon
 - Township field use policy consolidated through township: agreed upon
 - Monthly "all association" meetings between all Cranberry sports associations & Township
 - Agreed in principle with township for additional \$10 program fee for non-Cranberry members
 - Press box and cranberry field house locks replaced with digital key pads
 - Continued to develop relationship with UPMC for free baseline impact testing.

2015 Goals:

- 5-10 year plan with Township & lacrosse
- Increased & new marketing efforts to grow cheer & football
- Continue to develop pool of qualified coaches
- Continue to improve safety program & training
- Operate in a fiscally responsible manner
- Develop off season walk in cheer program with township & flag football program- to increase membership
- Increased accountability & involvement for coaches outside of the team.
- Designate flag football as a board appointed or elected official of SVJFAC
- Grow youth football & cheer while promoting a fun & developmental program

Vice President: Matt Curran

- Created & documented new sponsorship program, & increased sponsorship & fundraising efforts by more than **300%** over prior years
- Implemented formal scholarship program: regardless of ability to pay- all children can play football or cheer.
- In January, recommended renegotiation of remaining debt responsibilities & was instrumental in working with President, Cranberry Township, & SV Lacrosse in contract renegotiation
- Instrumental in working with President & board on reducing debt responsibilities
- Attended G19 Meetings & recommended using HUDL as a league-wide film sharing solution
- Part of SV recommendation to G19 to adopt USA Football Certification & Heads Up tackling protocol league-wide
- Added focus on Cheer/Football partnership for the 2014 year & beyond
- Formally documented & streamlined registration process for 2015 & beyond with secretary, including providing incentives for early & repeat registration to allow for better & more structured planning for football & cheer seasons

2015 Goals:

- Work with Board and membership to identify 2, 5, and 10 year goals for the association to include:
 - Potential Capital projects, facility improvements, partnerships with other associations
 - Streamlined and better documented processes
 - Investigating alternative competitive opportunities, should the need arise
 - Review vendor relationships; investigate new sources for equipment, etc.
- Further expand upon Sponsorships and Fundraising efforts
- Focus on marketing and additional association sponsored youth programs to expand membership of the association
- Work with Board to identify future capital expenditure goals
- Further enhance the Cheer/Football partnership efforts

Secretary: Kim Matthews

- Stream lined registration process with VP for 2014 & 2015
- Online PayPal payment option and set up Dwolla online payment account.
- Communicated account balances from PayPal & Dwolla to Treasurer , President & Vice President
- Worked with all scholarship applications to have application filled out, approved, & appropriate payment
- Communicated with Football Coordinator, President & Vice-president , Registrations, refunds
- Worked with Vice President to secure 3 Scholarship (donations to SVJFAC)
- Shared list of Vendors for Cheerfest with Cheer coordinators, & Concession, as well as Vice President for Donation request
- Handed raffle tickets out at events, instead of the costly mailing.

2015 Secretary Goals:

- Continue to improve and monitor appropriate discounts are in place for deadlines for individual registrations;
- Communicate with the Treasurer account balance and transfers from Dwolla and PayPal as well as generate appropriate reports requested by Treasurer for year-end financials;
- Work with potential scholarship applicants to receive paperwork and present for Executive Board approval;
- Help with seeking sponsorships;
- Work with Treasurer to ensure payment is received for registration and raffle tickets;
- Distribute raffle tickets at open registration and uniform hand-outs;
- Work with football and cheer coordinator to communicate wait list and current registrants enrolled

Treasurer: Dave Bacher

- Monthly Treasurer's Report (Balance Sheet & Income/Loss)
- Creation of annual budget in February
- Submission of 990 Not-for-Profit income tax return electronically
- Renewal of annual licensing, including Game of Change with Butler County & food services with state
- Worked with President to obtain insurance policies through new agency, saving approx. \$500
- Assisted in financial reporting for new township agreements
- Assisted Concessions to obtain credit agreement with Costco & American Express
(Prior credit agreement with Mars Bank included monthly fees even w/out use)

2015 TREASURER GOALS

- Work with vendors to increase electronic payment options
- Attempt to utilize electronic mail for submission of invoices from vendors to increase disbursement efficiency

Football: Pat Cercone & Dale Miller

- Enrollment- 9 football teams ages 6-13
- 7 of 9 teams made the playoffs
- G19 representative- attended monthly meetings
- Certified safety program coordinator: USA Football
- All G19 team coaches certified by USA football
- Coordinated football operations committee
- UPMC base line Impact testing offered free to all athletes
- HUDL for all G19 teams
- Minimum play rules- updated
- All equipment has been updated, certified & replaced (Xenith is the new standard)
- Equipment costs reduced through use of Xenith
- Minimum 4 referees on field for all home games
- Reduced injury numbers in 2014- especially concussions
- Vendor accountability was a priority for equipment

2015 football goals

- Boost football membership & number of teams
- Recruit & train new coaches
- Repair & replenish game jerseys & equipment
- Work to fix referee issues with the G19
- Continue to develop safety program
- Continue with vendor accountability
- Explore other developmental football opportunities outside the G19

Cheer: Becky Brown & Christine Wilkerson

- 2 competitive squads & 3 non-competitive squads
- Purchased mats for tumbling & stunting practice
- Purchased new boom boxes
- 1st time SVJFAC has ever had poms & megaphones
- Cheerleaders back on the road traveling with football teams to away games
- SVJFAC Cheerleaders participated in home coming parade for the first time in more than a decade
- Participated in Demo Day at the high school
- Hosted another successful Cheer Fest
- Held Spirit Week for cheerleaders
- Implemented SV Spirit Days during Friday practices in August
- Held stunt clinic for all cheerleaders & coaches
- Cheerleaders participated in cheer clinic for a former SVJFAC Cheerleaders senior project
- Held weekly coaches meetings
- Implemented firm attendance policy
- ALS ice bucket challenge & made a donation of over \$250
- 2 very successful competitive squads. Attended 4 competitions, not including our own cheer fest.
- Braves Cheer with 2 first place & 1 second. Our last competition will be held Nov. 9th.
- Warriors cheer with 2 first place 1 second. Our last competition will be held Nov. 9th.
- Swept jump off & tumble offs at competitions in both divisions.
- Won Spirit Award at Ambridge with the help of our Warriors football family.
- Held successful choreography camp at Pittsburgh Superstars facility.

2015 Cheer Goals:

- Continue to market via social media all the great stories of our cheer program & reach out to past & present cheerleaders for registration
- Have a cheer squad for every football team & continue to travel with team.
- Re-implement meet & greets with cheer & football.
- Add another competitive squad
- Work with Heather Lewis on changing cheer tryouts for 7th & 8th graders so every cheerleaders gets the opportunity to cheer
- Find a permanent indoor facility to store our mats & hold indoor practices for competitive squads.
- Continue to build a relationship with football & cheer. One of respect & support for one another
- Develop coaching staff
- Revise choreography camp to extend over a week rather than 3 eight hour days.
- Revise teen coach application & set firm expectations
- Hold team mom meetings biweekly along with coaches

- Continue to develop working relationships with other cheer coordinators to make cheer fest a bigger success
- Continue to participate in community events

Communications: Mary Kreisberg

- Family fun day- 2 years in a row
- Pictures- new vendor & stream lined process
- Communications policy updated with township/Provide SVJFAC Volunteer hours to the Township
- Team moms- highly organized
- Increased community marketing efforts: press, signs, advertising, social media
- Yearbooks
- Senior Appreciation Day
- Communications to the General Membership
- Good/Welfare- handled all items
- Board Nominations
- Website /Social Media manager

2015 Communications Goals

- Continue positive and successful communication policy
- Continue to support 2014 initiatives listed above
- Successful 2015 family fun day

Flag Football/Facility: Brandon Fischer

- Flag offered free to 84 children / Free camp shirts
- Graham Park Fields A, B, C, have been winterized.
- Week of November 3rd – 10th - Cleanup & organization of Graham Park Film Room, cage, & garage. As well as the organization & cleanup of Cranberry Field House.
- Key & equipment accountability in place- new electronic locks on all doors
- Lighting expenses reduced: Lighting use review at Graham Park & Cranberry Park:
Audited lighting use in the years 2011-2014. Between September 01 & Nov 01 the number of hours used for lights: 2011 - 452 hours, 2012- 348 hours, 2013- 252 hours, 2014- 191 hours. This year we used the lights 261 fewer hours than 2011 & 61 fewer hours than 2013 by closer control of lighting schedule & only turning on lights when we need them (no auto scheduling).

2015 Facilities and Flag goals

- Conservation of field Lights & keep costs reduced. Keep the trend going
- Maintain fields on a weekly basis (check for divides, maintain garages, keep cages organized with all the coaches help to report any issues with facilities)
- Nominate a second facilities coordinator in order to keep everything up to par.
- May- June 2015 – SVJFAC to partner with Cranberry Twp. to hold its first annual Flag Football Mini Camp Program. Details to follow.
- Explore independently running summer football camp

Finance: Brian West

- New Township field use policy- township
- SVJFAC Legacy Plan –Partnership with SVHS Football; aligned SVJFAC objectives.
- Partnership with SV Football for youth recognition night at high school
- Restructured Coach Holl Camp – Skills based, supports SVJFAC standards / Heads Up tackling.
- Coaching Clinic with Coach Holl.
- Revolution Partnership – Continued speed & agility camps.
- Nutrition guide for all players

2015 FINANCE COORDINATOR GOALS

- Establish 5 year fiscal plan
 - Explore how to increase the “value” of SVJFAC membership.
 - Identify & implement areas of cost savings & additional revenue generation.
 - Explore fund raising options (e.g., raffle tickets, coupon books, food sales, etc.)
 - Explore capital improvement project options (e.g., finish out Graham Park film room, turf field, etc.)
- Expand Local Business Strategic Partnerships (e.g., restaurants for post-game meals.
- Expand Local Business Sponsorships
- Expand Revolution Partnership –
 - Football specific training in addition to speed & agility.
 - Kinesthetic warm-up guide & clinic for SVJFAC coaches.
 - Core & neck strength program.

Mentorship & motivation program – Explore interaction with Steelers & other pro/ semi-pro athletes.

Concessions: Deb Irwin

- Sales: \$22,313.71, Costs: \$12,105.87, Profit: \$10,207.84
- New concession vendor for soda- negotiated contract after complete due diligence investigation
- New concession equipment – shopped for & purchased coolers & ice machine after due diligence investigation
- Coordinated cheer fest concessions
- Helped coordinated family fun day concessions
- Increased concessions sales by staffing North Catholic football events
- Instituted new process for hiring teen workers

2015 Goals

- Continue to evaluate menu options & processes for profitability
- Continue to support association initiatives

Auxiliary: Jen Hancox

- Stream lined apparel orders using online orders
- Made apparel profitable again!
- Implemented two online stores as well as a small amount of on hand merchandise
- Fundraising dinners in Spring at Anthonys Coal Fired Pizza
- Jacket Sales for all age levels
- Successful movie night social in August

October 2013 Treasurers Report:

	<u>Jan - Oct 14</u>		
Income		Expense	
Advertising - Signage	6,800.97	Admin Supply	31.30
Family Fun Day	667.00	Cheer - Equipment	2,929.57
PayPal Registration	405.68	Condolence/Sympathy	200.00
Lacrosse Association	5,300.00	Football Supplies	6,659.96
Fundraising	666.78	Football Expenses	3,336.38
Jersey Sales	400.00	Transportation	125.00
Cheer Apparel	17,413.00	Field Maintenance	1,883.93
Helmet Purchases	1,700.00	Helmet Buyback	400.00
50/50 Raffle	1,604.00	Helmet Reconditioning	3,840.02
Registration fees	64,001.44	Cheer Camp	4,664.75
Raffle Ticket Sales	3,330.00	Cheer Apparel/Bows	15,477.32
Cheerfest revenue	8,201.39	Fundraising Expenses	940.00
Concession stand - sales	17,532.00	Web Site/Email	450.00
Apparel - sales	1,536.24	Bankcard Fees	15.00
Year book sales	104.00	Toilet Rentals	417.32
Competition Fees	<u>4,680.00</u>	Facility Improvements	1,750.00
Total Income	134,342.50	Security Expense	497.55
		Cheer Misc. Exp	1,505.57
		Raffle Ticket Expenses	457.61
		Raffle Ticket Payout	150.00
		Concession stand	4,862.78
		Refunds	2,300.00
		Registration expenses	624.62
		Year book printing	2,654.00
		Apparel - for sale	4,772.31
		Advertising	3,846.90
		Bank charges	156.60
		Beverage costs	1,746.75
		Cheerfest	2,681.54
		EMT	2,225.00
		Food costs	1,816.47
		Insurance	9,000.90
		Postage	56.00
		Referees & EMT	10,010.00
		Supplies	250.79
		Utilities	<u>11,695.83</u>
		Total Expense	<u>104,431.77</u>
		Net Income	<u><u>29,910.73</u></u>

Oct 31, 14

ASSETS

Current Assets

Checking/Savings

ESB Merchant	11,637.01
ESB Checking	10,959.27
Northwest MM308	56,744.44
Petty Cash	<u>500.00</u>

Total Checking/Savings 79,840.72

Total Current Assets 79,840.72

Fixed Assets

Linder Pavilion	11,331.00
Equipment-FIXED	42,915.47
Fencing at GP	17,500.00
Scoreboard at GP	51,949.53
Bleacher Project at GP	163,181.30
Storage Facility	88,110.56
Bleacher project	14,719.74
Lighting costs	<u>60,317.74</u>

Total Fixed Assets 450,025.34

Other Assets

Accumulated Depreciation -62,955.00

Total Other Assets -62,955.00

TOTAL ASSETS **466,911.06**

LIABILITIES & EQUITY

Equity

Retained Earnings	437,000.33
Net Income	<u>29,910.73</u>

Total Equity 466,911.06

TOTAL LIABILITIES & EQUITY **466,911.06**