



www.BowlforVeterans.org

NCAUSBCA BVL FUND-RAISING UPDATE

December 13, 2013

Thanks to several significant contributions from industry partners, increased participation from bowling proprietors, and several new associations getting involved, BVL realized an increase in donations from 2011/2012 (\$796,000) to 2012/2013 (\$843,000). At a time when our veterans' needs are at their highest level since the Vietnam era, and our government funding is failing to meet their needs, this increase was much needed and much appreciated.

NCAUSBCA was once again the third-ranked association in the country, contributing \$15,319. Second place was Minneapolis with \$15,466. First place, once again, was Citrus Belt USBC with \$23,026 in total contributions.

Since Citrus Belt has been number one for several years now, our BVL Committee studied their program and Ed Mote, their BVL Chairperson, to see if there were any secrets to their success. No question, they have a successful system in place, but nothing really different or special. Their association has 28 bowling centers with 812 lanes. Each center has a dedicated BVL rep who meets with center management and every league officer. They have an annual BVL fund-raising tournament. Some centers do collections. Some do raffles. Some leagues dedicate funds to BVL. Nothing unique.

With this knowledge, our committee set out to see what we could do to cut the gap between third and first place. We've held a couple of open meetings and plan to hold a few more. Meetings are open to anyone with an interest in BVL, no major commitment. If one of our meetings fits into your schedule, we encourage you to attend and participate. We can never have too many good ideas and/or volunteers to help us implement other people's ideas. **Our next meeting will be Saturday, December 28 at 10:00 a.m. at Bowl America Shirley.**

In addition to individual and league donations that are generously sent in each year and much appreciated collections and raffles done by various board members and other volunteers, the BVL Committee has been working on a couple of educational and/or fund-raising ideas:

The committee worked with Tom Dale, director of the association's Mixed Tournament in Support of BVL, to develop some changes and enhancements to next year's tournament that will hopefully increase participation and should definitely increase next year's tournament contribution to BVL.

Using the BVL Fund-raising Toolkit developed by Karen Jost, we've been out in the centers meeting with league officers and helping them develop their own, independent fund-raising projects. Several BVL

Fund-raising Reports from these kits, along with the funds collected, have already been returned to the association, and other groups have expressed their plans to raise funds.

The committee rented a vendor table at the Senior Tournament to pass out educational literature and collect donations. This allowed our association's Ways and Means Committee to raise funds from the table rental, allowed us the opportunity to educate more bowlers about BVL, and allowed our committee to collect a few donations for BVL.

The committee and non-committee volunteers utilized donated products to conduct an instant raffle at the recent Mixed Tournament in Support of BVL. This instant raffle took in \$1,186. Because all products were donated, 100% of the proceeds went to BVL.

We have scheduled additional instant raffles at other events between now and the end of this season and would welcome any prize donations. Each instant raffle utilizes 3 or 4 significant prizes, 3 or 4 intermediate prizes, and about 150 small prizes. Prizes need not be bowling merchandise or even bowling-related items. No-strings-attached gift certificates/cards from your business or any business work great. Merchandising items such as tote bags or mugs or whatever work well as the smaller prizes. That new toaster you received for Christmas but put in the closet, still in the box, would be great. **If you have something you would like to donate, please contact a member of the BVL Committee or the NCAUSBCA office (301/499-1693 or manager@ncausbca.org).**

We are working on and discussing several other projects that may or may not come to fruition before the end of the season and would welcome any suggestions anyone might have.

As of December 12, 2013, our association has collected \$12,774. Money continues to come in every day, and we are quickly closing in on the \$15,319 raised last year. With your continued help, I am confident we will match that total and hopefully close in on the \$23,026 raised by last year's top-ranked association.

Thanks to all who have helped, and please continue to support this very worthy cause. Our veterans deserve nothing less than our best effort.

Respectfully,

Berlin Myers, BVL Committee Chairperson