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Nonprofit portrait provided by The Community Foundation Serving Richmond & Central Virginia

## NOVA of Virginia Aquatics, Inc.



### General Information

#### Contact Information

<b>Nonprofit</b>	NOVA of Virginia Aquatics, Inc.
<b>Address</b>	12207 Gayton Road Richmond, VA 23238 3219
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<b>Web Site</b>	<a href="http://www.novaswim.org">www.novaswim.org</a>
<b>Facebook</b>	<a href="https://facebook.com/NovaOfVirginiaAquatics">facebook.com/NovaOfVirginiaAquatics</a>
<b>Twitter</b>	@NOVAofVASwim

#### At A Glance

<b>Year of Incorporation</b>	1989
<b>Organization's type of tax exempt status</b>	Public Supported Charity

# Statements & Search Criteria

## **Mission**

The mission of NOVA of Virginia Aquatics is to develop excellence in swimmers of all ages and abilities by challenging them and motivating them to reach their full potential in swimming and in life. We strive to be a leader in promoting water safety, fitness, and the life long sport of swimming through superb programming, facilities, coaching and community engagement. Instilling the values of discipline, leadership and goal setting have been fundamental to NOVA's success over the last 25+ years, helping to create great kids as well as great swimmers.

## **Background**

NOVA was founded in 1987 as a nonprofit 501(c)(3) to address the need for a structured, year-round swimming program to serve the youth in our community. The founding coaches and families committed to the vision of providing the facilities, instruction and energy necessary to grow the sport of swimming in Central Virginia. After ten years of renting pool space locally, NOVA constructed its first facility: a ten-lane, 25-yard pool in the far west end of Richmond. In 2005, a second pool was built adjacent to the existing facility. NOVA formed an alliance in 2013 with VACS, a swim program based in Hopewell, Virginia. This collaboration allows both programs to benefit from shared resources.

We are governed by a parent-led Board of Directors and employ an experienced staff of nationally recognized, full-time coaches. NOVA's competitive youth swim team, with 800+ swimmers aged 6 to 18 years old, is the #1 club in Virginia Swimming and is ranked consistently by USA Swimming as a national Top Ten organization. In 1997, NOVA began offering lessons to meet the community's need for an affordable and progressive learn-to-swim program. Thousands of children have participated in this program, including those with special needs. Over time, program offerings have expanded to include clinics for non year-round swimmers, adult fitness swimming (NOVAFit), and adult competitive swimming (Masters).

NOVA continues to expand its outreach as a strong community partner. We offer financial aid scholarships for competitive team membership and swim lessons. We have worked with LEAP (Latino Education Advancement Program) and the Youth Life Foundation. In 2014, we began a partnership with Bon Secours Virginia Health System movin'mania™ and Henrico's Ruby F. Carver Elementary School to develop a summer program that provides free swim lessons to underserved children. NOVA founded the annual Short Pump Mile, the largest youth-timed road race in Richmond. Proceeds support swim lesson scholarships. 5% of the annual Swim-A-Thon™ proceeds go to the USA Swimming Foundation, which focuses on water safety. In 2012, NOVA's Virginia Swim Shop began a partnership with FeedMore's Central Virginia Food Bank. NOVA supports the Goochland Christmas Mother and local families that require assistance on an ongoing basis.

## **Impact**

NOVA key accomplishments for the last year:

- NOVA served thousands of individuals with programming, including:
  - 800 swimmers on our competitive swim team
  - 5,050 individual lessons
  - 30 summer league swim teams/425 swimmers in spring clinics
  - 150+ Henrico County High School club swimmers
  - 1,200 + runners in the Short Pump Mile
- NOVA's competitive team won the Virginia Swimming Age Group and Senior Championships for both the short course and long course seasons. NOVA was the team champion for the the champions Our senior men's team placed second overall for the NCSA Junior Nationals short course
- NOVA helped to launch the Henrico County public high school swim club teams by providing the facility, practice time, and coaching staff.
- NOVA began its collaboration with Ruby F. Carver Elementary School and the Bon Secours movin'mania<sup>TM</sup> and Care-A-Van programs to provide free swim lessons to underserved youth in Richmond's West End.
- NOVA used \$45,000 of its revenues to fund financial aid scholarships for the competitive team, \$5,000 for need-based swim lessons, and \$4,000 for other outreach programs.

Top goals for 2015/2016 include:

- Continue to focus efforts on keeping our competitive swim team in USA Swimming's Top-Ten clubs.
- Expand outreach by including more underserved youth in the Bon Secours movin'mania<sup>TM</sup> swim collaboration, deepen our partnership with Ruby F. Carver Elementary School, and direct proceeds from the growing Short Pump Mile Event to community initiatives.
- Proceed with the capital campaign to support future growth of the organization's facilities, programming and staff.
- Continue to provide leadership and an outstanding environment for all swimmers to excel, regardless of ability.
- Promote the physical and mental benefits of swimming to all segments of the population, including those with disabilities and the aged living in close proximity to NOVA's Aquatic Center.

## **Needs**

- High demand for NOVA programs has resulted in full capacity utilization of our facility. NOVA is seeking capital to support an expanded and enhanced community aquatics center to better serve and grow our existing competitive team, extensive lessons and adult fitness programs, and outreach initiatives. An expansion is critical to expanding our outreach initiatives.
- Program funding to support additional scholarships and outreach

## **Board Chair Statement**

NOVA is a strong community partner and has served its thousands of constituents well since 1987. The coaches are the foundation of our program and their passion for the sport, leadership, integrity, and profound interest in every swimmer is what makes NOVA special. Every day, lives are changed as children and youth understand that is possible to improve and grow through hard work and commitment to a goal. These lessons transcend swimming and positively impact other parts of life. Swimming also boosts physical health and develops wellness for a lifetime, improves fitness for people of all ages and capabilities, and reduces participants' risk of drowning. Our motto is NOVA Strong for these reasons.

My children have been part of the program for many years and are stronger and better people through their experiences with NOVA swimming. In order to fulfill its mission of developing excellence in all swimmers of all ages and abilities, we must expand both our facility and our programming. Currently, capacity constraints limit our ability to serve the community's various needs: non-swimmers, swimmers with disabilities, seniors, and competitive team members. We are committed to promoting the sport of swimming, which fosters water safety and improves our community's physical and well-being. To do so, we need the community's support. As Board President, I believe strongly in NOVA and share in the mission of making swimming and its benefits accessible to a greater segment of the population.

## **Areas Of Service**

### **Areas Served**

**Areas**

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Metro Richmond

Richmond, City

Chesterfield County

Chester

Colonial Heights, City

Goochland County

Henrico County

Hopewell, City

Powhatan County

**Service Categories**

Swimming, Water Recreation

# Programs

## Programs

### Competitive Swim Team

**Description**

800 swimmers are on the competitive team. NOVA offers thirteen separate and progressive training groups, with swimmers who are compatible in ability, commitment level, and goals. Coaches work with athletes to set realistic development plans. Long-term goals are emphasized versus short-term results. The objective is long-term excellence at every level. Swimmers compete in both the short course and long course seasons and swim at championship meets regionally and nationally. NOVA hosts ten home swim meets per year. \$30,000 in financial aid scholarships was awarded in the past year.

**Budget**

\$0.00

### Lessons

**Description**

NOVA offers lessons to children starting at the age of three. The program is based on a proprietary and progressive learn-to-swim curriculum, conducted by trained instructors. The lessons program has five levels and focuses on core body movements, adding skills overtime. 5,100 lessons were administered in the last year. \$5,000 was used to fund free lessons for underserved children in our community.

**Budget**

\$0.00

### Spring Clinics

**Description**

30 summer league teams and 425 youth participated in NOVA's annual spring clinic sessions. The goal is to improve conditioning and technique prior to the start of the summer swim season.

**Budget**

\$0.00

### Masters Swimming

**Description**

NOVA provides daily training and coaching for the competitive adult swim team. Our nationally recognized Masters coach leads the program.

**Budget**

\$0.00

### NOVAFit

**Description**

The program offers 35-40 hours to adults each week for open lap swimming. The program is popular with recreational/fitness swimmers as well as older individuals.

**Budget**

\$0.00

# Board & Governance

## Board Chair

<b>Board Chair</b>	Turner Broughton
<b>Company Affiliation</b>	Williams Mullen
<b>Term</b>	Feb 2016 to Jan 2017
<b>Email</b>	tbroughton@williamsmullen.com

## Board Members

<b>Name</b>	<b>Affiliation</b>	<b>Status</b>
Vance Berry	Community Volunteer	Voting
Teresa Cortright	Centrex	Voting
Bryan Cram	Scott & Stringfellow	Voting
Leigh Peterson	Community Volunteer	Voting
Treasurer Mark Schultz	Capital One	Voting
Donna Sharp Suro	Community Volunteer	Voting
President-Elect Andrea Wassmer	Community Volunteer	Voting
Secretary Jill Webb	McGuire Woods	Voting

## Board Demographics - Ethnicity

<b>African American/Black</b>	0
<b>Asian American/Pacific Islander</b>	0
<b>Caucasian</b>	9
<b>Hispanic/Latino</b>	0
<b>Native American/American Indian</b>	0

## Board Demographics - Gender

<b>Male</b>	4
<b>Female</b>	5
<b>Unspecified</b>	0

## Governance

<b>Board Term Lengths</b>	3
<b>Board Term Limits</b>	2
<b>Board Meeting Attendance %</b>	90
<b>Written Conflict of Interest Policy?</b>	Yes
<b>Percentage Making Monetary Contributions</b>	100
<b>Percentage Making In-Kind Contributions</b>	100

Risk Management Provisions

- Accident and Injury Coverage
- Automobile Insurance and Umbrella or Excess Insurance
- Directors and Officers Policy
- General Property Coverage
- General Property Coverage

Standing Committees

- Building
- Capital Campaign
- Operations
- Finance
- Executive

Additional Board Members

Name	Affiliation
Ms. Louise Bowles	Community Volunteer

# Management

## Executive Director/CEO

<b>Executive Director</b>	Ms. Ann E McGee
<b>Term Start</b>	Aug 2015
<b>Email</b>	annmcgee@novaswim.org

## Co-CEO

### Experience

Ann McGee has worked at NOVA since 2011 in the capacity of the Development Manager and Assistant Office Manager, giving her an in-depth knowledge of the NOVA organization and business processes. She has been an important member of NOVA's 2015 Capital Campaign Steering Committee and has lead key community engagement initiatives. Prior to NOVA, Ann worked for 17 years in various FMC Corporation Chemical divisions in the areas of sales, global marketing, business development, and management. Ann was a business consultant in Richmond before joining NOVA. She has a B.S. in Finance and Marketing from Lehigh University and an MBA from Villanova.

## Senior Staff

<b>Name</b>	<b>Title</b>
Geoff Brown	Head Coach

## Staff

<b>Full Time Staff</b>	15
<b>Part Time Staff</b>	47
<b>Volunteers</b>	520
<b>Contractors</b>	0
<b>Retention Rate</b>	85

## Plans

<b>Organization has a Fundraising Plan?</b>	Under Development
<b>Organization has a Strategic Plan?</b>	Under Development
<b>Years Strategic Plan Considers</b>	5
<b>Management Succession Plan?</b>	Under Development
<b>Nondiscrimination Policy</b>	Yes
<b>Directors and Officers Insurance Policy</b>	Yes

## Collaborations

NOVA has partnered with many community organizations and businesses to support our goals. These partners include: Bon Secours movin'mania™ program, Ruby F. Carver Elementary School, community sponsors to support the Short Pump Mile and our annual Swim-A-Thon event, *Richmond Family Magazine* and FeedMore on the DunkHunger initiative, the Latino Education Advancement Program (LEAP), and the Youth Life

Foundation. New learn-to-swim collaborations began with The Faison School and Church Hill Activities and Tutoring (CHAT) in 2015.

# Financials

## Fiscal Year

	Sept
<b>Fiscal Year</b>	2017
<b>Projected Revenue</b>	\$3,371,851.00
<b>Projected Expenses</b>	\$2,997,058.00
<b>Endowment Value</b>	0
<b>Spending Policy</b>	N/A
<b>Percentage (if selected)</b>	0%

## Form 990s

[Form 990](#)  
[Form 990](#)  
[Form 990](#)  
[Form 990](#)  
[Form 990](#)  
[Form 990](#)

## Detailed Financials

### Revenue and Expenses

Fiscal Year	2015	2014	2013
<b>Total Revenue</b>	\$4,265,769	\$2,465,400	\$2,510,217
<b>Total Expenses</b>	\$2,448,835	\$2,210,132	\$2,084,581

### Revenue Sources

Fiscal Year	2015	2014	2013
<b>Foundation and Corporation Contributions</b>	--	--	--
<b>Government Contributions</b>	\$0	\$0	\$10,799
<b>Federal</b>	--	--	--
<b>State</b>	--	--	--
<b>Local</b>	--	--	--
<b>Unspecified</b>	--	--	\$10,799
<b>Individual Contributions</b>	\$1,614,709	\$9,009	\$5,467
<b>Indirect Public Support</b>	--	--	--
<b>Earned Revenue</b>	\$2,287,983	\$2,262,674	\$2,286,782
<b>Investment Income, Net of Losses</b>	\$122	\$9,614	\$103
<b>Membership Dues</b>	\$51,000	\$13,605	\$33,000
<b>Special Events</b>	\$96,449	\$152,030	\$154,821
<b>Revenue In-Kind</b>	--	--	--
<b>Other</b>	\$215,506	\$18,468	\$19,245

**Expense Allocation**

Fiscal Year	2015	2014	2013
Program Expense	\$2,072,306	\$1,736,674	\$1,842,455
Administration Expense	\$363,258	\$461,685	\$208,948
Fundraising Expense	\$13,271	\$11,773	\$33,178
Payments to Affiliates	--	--	--
Total Revenue/Total Expenses	1.74	1.12	1.20
Program Expense/Total Expenses	85%	79%	88%
Fundraising Expense/Contributed Revenue	1%	7%	19%

**Assets and Liabilities**

Fiscal Year	2015	2014	2013
Total Assets	\$7,166,404	\$5,274,351	\$5,121,905
Current Assets	\$2,345,390	\$1,471,064	\$1,139,625
Long-Term Liabilities	\$2,160,026	\$2,324,988	\$2,484,123
Current Liabilities	\$666,421	\$426,340	\$266,814
Total Net Assets	\$4,339,957	\$2,523,023	\$2,370,968

**Short Term Solvency**

Fiscal Year	2015	2014	2013
Current Ratio: Current Assets/Current Liabilities	3.52	3.45	4.27

**Long Term Solvency**

Fiscal Year	2015	2014	2013
Long-Term Liabilities/Total Assets	30%	44%	48%

**Top Funding Sources**

Fiscal Year	2015	2014	2013
Top Funding Source & Dollar Amount	--	--	--
Second Highest Funding Source & Dollar Amount	--	--	--
Third Highest Funding Source & Dollar Amount	--	--	--

**Capital Campaign**

**Currently in a Capital Campaign?** Yes

**Campaign Purpose**

The capital campaign will support the addition of a 50 meter pool to NOVA's existing Aquatics facility located in the West End of Richmond. The expansion will provide additional capacity for swim lessons, competitive team training, and outreach.

**Goal** 2500000

**Dates** Jan 2015 to June 2017

**Amount Raised To Date** 1700000 as of 2015

**Capital Campaign Anticipated in Next 5 Years?** Yes

**State Charitable Solicitations Permit**

**Permit?** Exempt 0

**Registration** Exempt Dec 2015

**Comments**

**Organization Comments**

NOVA continues to be in sound financial position as it moves into the 2015/2016 swim season. NOVA programs generate sufficient cash to cover operating costs and meet the club's financial obligations. NOVA's strong position will allow reinvestment in facilities, programs, and staff with the addition of capital campaign funding. Our wish for greater community support is based on the objective of expanding our facility and programming to better meet the needs of the community.



The Community Foundation Serving Richmond & Central Virginia  
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