

FOHPP Update – Fall 2008

In 2008 the Friends of Hoyt Park & Pool (FOHPP) have been focused on developing and executing a strategy to raise the funds to earn our TOSA Foundation challenge grant*. While the community continues to enthusiastically support FOHPP's efforts, we still need additional major gift donations to raise the total amount required to earn the challenge grant. This continues to be the focus of our fundraising before launching a community-wide appeal.

To that end, we have developed an extensive project proposal document for major gift donors. The project proposal outlines the goals of the overall project, the strategy to get there, and demonstrates the long-term viability of the ongoing operations. All three elements are very important to potential major donors.

In May, we held a wonderful reception for potential donors at the Hoyt pool bath house. With John and Tashia Morgridge in attendance, along with our campaign co-chairs: Mary Jo and Don Layden, County Executive Scott Walker and his wife Tonette, Milwaukee Mayor John Barrett and his wife Chris, and Sue Black, Milwaukee County Parks Director. Members of the The Tosa Swordfish team presented John and Tashia with honorary team sweat jackets, which had John's state champion relay time imprinted on the sleeve.

Out of this meeting, we continue to cultivate relationships to reach out to potential major donors – each target requiring a unique strategy for contacting and follow-up. The project proposal document was mailed to our top 35 prospective donors in July.

These are some examples of the challenging, behind the scenes work that is being done to help us reach our goal. We also held our Hearts for Hoyt community auction in February, which continues to demonstrate community support for the project. We continue to hold "Hoyt Perk" coffees at the bathhouse as requested by community members who would like an update on the project.

For more information, go to { HYPERLINK "<http://www.friendsofhoytpark.org>" } .

* In 2007 the TOSA Foundation, family foundation of John and Tashia Morgridge, who grew up swimming at Hoyt Pool, offered FOHPP a \$4 million challenge grant for the building of a new pool at Hoyt Park.