



[www.DavisRowing.org](http://www.DavisRowing.org)

## Dear Alumni,

I am writing on behalf of the newly formed Friends of Davis Rowing, Inc., a pending 501c(3) non-profit organization made up of alumni and supporters of UC Davis men's rowing. Our mission is to allow as many UC Davis student-athletes as possible to enjoy the sport of crew, so that the life lessons learned and friendships gained through participation can continue from generation to generation. The team has been struggling recently with only 21 members last year and no Varsity 8 boat in the WIRA championships. The team needs our help more now than at any time in its existence. Consider this a rallying cry to the old guard of Davis Crew. Each of us was formed and shaped by our years with the team; the friendships, the pride, the drive to always pull hard, have all become part of our collective characters years after we left the program. Morrie Lax, head coach in the 1980's, helped turn our young fledgling club into a serious crew program. This team is Morrie's legacy and we need to keep it alive and thriving.

This letter is more than just a fundraising plea: it is a full description of the team's immediate need and a commitment to bring fundamental and lasting change to the program. The following is meant to introduce you to the Friends of Davis Rowing, describe our fundraising goals and spending priorities over the next few years, and outline how you can join us to ensure the success and viability of UC Davis rowing for years to come.

**Chris Gemulla**  
President, Friends of Davis Rowing

The obligatory fine print: FODR is not affiliated with the University of California, Davis. Information about revenues and expenses of the FODR, including its administration and fundraising costs, can be obtained by contacting FODR secretary Jon Lieberman at 405 Soule Avenue, Pleasant Hill, California 94523. Contributions to the FODR are deductible to the extent allowed by law. Contributions made while the FODR's 501c(3) application is pending are tax deductible, for more information visit: <http://www.irs.gov/Charities-&-Non-Profits/Charitable-Organizations/Contributions-to-Organization->





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## Fundraising Goal & Spending Priorities

The Crew team has always had either an unpaid volunteer coach or a paid part-time coach. This keeps overhead low but provides little consistency as the head coach changes often. Team membership ebbs and flows over time, affecting dues revenue and ability to pay the coach. Additionally, club knowledge is not always passed on from one group of students to the next. The team needs someone who is working full-time on its behalf. The team needs a full-time coach to provide stability and consistency. We alumni all enjoyed the benefits of a student-run club sport and we don't want to change that. There will still be plenty of work for the students to do even with a full-time head coach.

We need to prove we can raise funds on a consistent basis to attract the best coaching talent. We are asking for cash donations and pledges covering a three year period to provide that confidence to a new coach. Below is our fundraising goal for the next three years and our spending priorities:

### Our Goals:

- \$40,000 Per year for a three year period
- Cash donations for first year (2013/14)
- Pledges for next two years (2014/15 & 2015/16)

### Initial Spending Priorities:

- Salary, medical insurance and retirement benefit for the Head Coach
- Miscellaneous expenses to maintain checking account, 501c(3) status and alumni web site
- Any excess funds could be used to subsidize alumni tents at races, alumni day and other team-related events





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## Board of Directors' Promise

The Friends of Davis Rowing, Inc. board is dedicated to improving communication amongst the UC Davis Crew alumni and increasing our support of the crew team.

### To Get There, We Promise To:

- Communicate regularly through e-mail notifications
- Provide financial transparency with annual income and expense reports
- Put in the level of work necessary to institute positive, long term change
- Spend your donations wisely
- Listen to alumni feedback and institute change where appropriate

## Friends of Davis Rowing Board of Directors

President  
Chris Gemulla  
(2007)

Vice President  
Chris Wheeler  
(2006)

Treasurer  
Andrew Kong  
(2006)

Secretary  
Jon Lieberman  
(2007)

Aaron McKenzie  
(2007)

Patrick McLaughlin  
(1987)

Kent Perkocha  
(1989)

Roger von Ting  
(1987)





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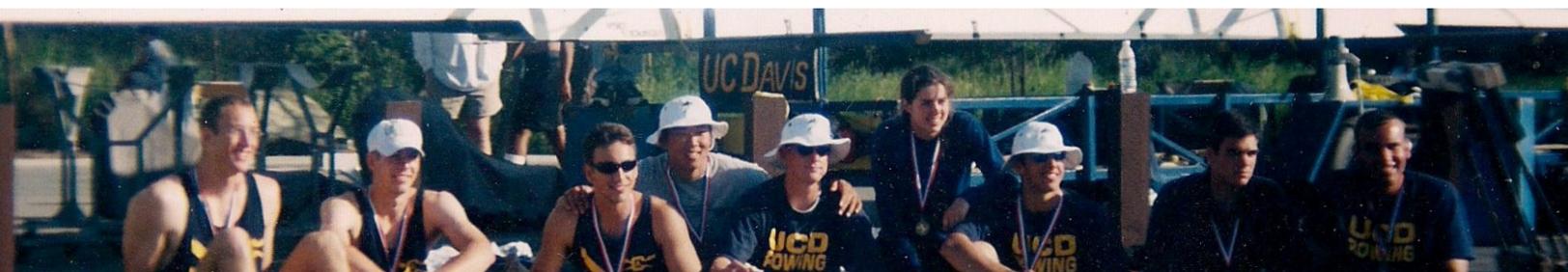
## Class Representatives

The following Class Representatives have volunteered to represent all alumni in the year they started rowing. Their goal is to stay connected with their Class, keep alumni contact information current, and provide any feedback or suggestions the alumni have to the Board of Directors. You can expect to receive a call from one of the Class Reps asking for your support shortly after you receive this letter. If you would like to be a Class Rep for one of the “open” years contact Roger von Ting at [rvonting@watsonlandcompany.com](mailto:rvonting@watsonlandcompany.com).

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1978-79	<b>Phil Kearney</b>	2001	<b>Erik Loboschfsky</b>
1980-81	<b>Pete Brostrom</b>	2002	<b>Ian Kolb/James Partridge</b>
1982-84	<b>Pat McLaughlin</b>	2003	<b>Chris Wheeler</b>
1985	<b>Roger von Ting</b>	2004	<b>Aaron McKenzie</b>
1986	<b>Kent Perkocha</b>	2005	<b>Vince Rogers</b>
1987	<b>Duncan Moyer</b>	2006	<b>Caton Mande</b>
1988-89	<b>John Heron</b>	2007	<b>Chris Gemulla</b>
1990-92	Open	2008	Open
1993	<b>Alexandre Baudouin</b>	2009	<b>Luis Reyna</b>
1994-99	Open	2010	Open
2000	<b>Adam Donovan</b>		

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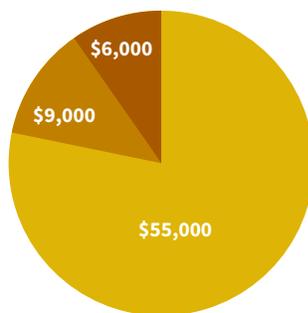
## Current Budget Analysis & Three Year Goal

The team currently has a part-time head coach and novice coach. Our goal is to make the head coaching job full time, keep the novice coach part-time, and double the number of student athletes during the next three years. The increase in athlete dues and alumni donations will cover the increased coaching salaries and race entry/travel expenses. The proposed head coach salary was based on a recent survey of other top club programs around the country.

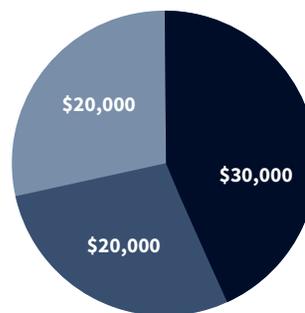
### 2012/13 Actual Revenue and Expense

21 Student Athletes

Revenue



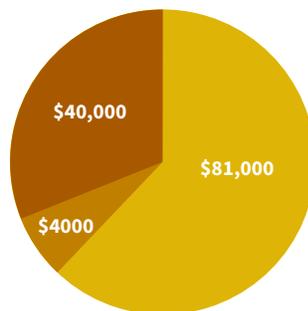
Expenses



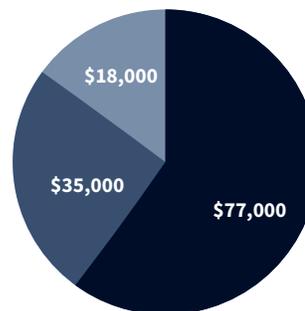
### Three Year Revenue and Expense Goal

44 Student Athletes

Revenue



Expenses





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## Early Donation and Pledge Commitments

The following is a list of alumni who have already committed prior to the mailing of this letter. We are already more than half way there!

Name	Cash Donation 2013/14	2014/15 2015/16 Annual Pledges	3 Year Total Donation/Pledge
<b>Aaron McKenzie ('07)</b>	\$500	\$500	\$1,500
<b>Andrew Kong ('06)</b>	430	430	1,290
<b>Chris Gemulla ('07)</b>	750	750	2,250
<b>Chris Wheeler ('06)</b>	240	240	720
<b>Jonathan Lieberman ('07)</b>	500	500	1,500
<b>Kent Perkocha ('89)</b>	1,000	1,000	3,000
<b>Pat McLaughlin ('87)</b>	2,500	1,000	4,500
<b>Roger von Ting ('87)</b>	3,000	3,000	9,000
<b>FODR Board Total</b>	8,920	7,420	23,760
<b>Adam Donovan ('03)</b>	600	600	1,800
<b>Alexandre Baudouin ('96)</b>	500	500	1,500
<b>Andrew Mittleman ('03)</b>	500	500	1,500
<b>Curt Granger ('85)</b>	800	350	1,500
<b>Duncan Moyer ('93)</b>	500	500	1,500
<b>Eric O'Banion</b>	500	500	1,500
<b>Greg Miller ('86)</b>	1,000	1,000	3,000
<b>Hans Strandgaard ('86)</b>	1,000	1,000	3,000
<b>James Partridge ('04)</b>	500	500	1,500
<b>John Disney ('85)</b>	250	250	750
<b>John Heron ('91)</b>	500	500	1,500
<b>John Mundelius ('90)</b>	1,000	1,000	3,000
<b>John Somers ('90)</b>	500	500	1,500
<b>Max Beach ('82)</b>	500	500	1,500
<b>Niel Esary ('87)</b>	1,000	1,000	3,000
<b>Pete Brostrom ('85)</b>	500	500	1,500
<b>Phil Kearney ('81)</b>	500	500	1,500
<b>Richard Buie ('91)</b>	500	500	1,500
<b>Stephen Rodi</b>	500	500	1,500
<b>Vince Rogers ('08)</b>	300	300	900
<b>Total</b>	<b>\$20,970</b>	<b>\$19,020</b>	<b>\$59,010</b>

### Large Donor Party:

All donations of \$500 or more each year will be invited to a large donor party to reconnect with your fellow alumni, share stories and debate which class had the fastest crew. The date and time of this year's event will be announced shortly.

### Alumni Challenge:

Roger von Ting will donate \$1,000 for every four \$1,000 donors each year, up to a maximum of \$6,000 annually.



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With your help, the Friends of Davis rowing can help bring stability to the UC Davis rowing program, while putting the pieces in place to position the program for future success. We hope you will join us.

Sincerely,

Chris Gemulla  
Class of 2007  
President, Friends of Davis Rowing





## Current Year Donation

As previously mentioned, our main goal is to provide a competitive salary and benefits package to a head coach that can focus full time on cultivating boat speed and character in the young student athletes dedicating their time to the club. If just 100 alumni each donated \$500 per year, we would have \$50,000 a year to contribute towards salary requirements of the coaching staff, exceeding our goal of \$40,000. The current alumni numbers are more than 800 strong, so we believe this goal is fully within reach. Donations of \$500 or more each year will be invited to an alumni party. The date and time of this year's event will be announced in the near future.

Enclosed is a check payable to the Friends of Davis Rowing, Inc. in the amount of: \$ \_\_\_\_\_

Alternatively, you may use PayPal or your credit card on the Friends of Davis Rowing, Inc. website at [www.davisrowing.org](http://www.davisrowing.org).

## Annual Pledge For Next Two Years

In order to attract a top coach, the program needs to provide comfort that a steady source of revenue exists to pay the coach's salary. With cash donations and signed pledges totaling the majority of the coach's compensation for the next three years in hand, we should be able to prove the necessary financial stability to attract and retain top coaching talent.

I hereby pledge to donate \$ \_\_\_\_\_ per year / month for the 2014/15 & 2015/16 years

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Please send your checks made payable to Friends of Davis Rowing, Inc. and this Pledge Form to:

**Friends of Davis Rowing, Inc.**  
**Attn: Andrew Kong**  
**2551 Navarra Dr.**  
**Carlsbad, CA 92009**