



Dear Junior Lifeguard Supporters,

July 4, 2009

Over the last year the San Diego Junior Lifeguard Program fought for its very existence because of the financial crisis the City of San Diego is going through. The program has survived because people like you know the terrific benefits it gives to our children. Truly skills for life. For the last couple of years starting a junior lifeguard foundation has been the dream of a small group of people to enable fund raising to promote the extension and proliferation of those 'skills for life'. In June of this year the San Diego Junior Lifeguard Foundation (SDJGF) became incorporated with the State of California as a nonprofit public benefit corporation with the specific purpose of funding aquatic education and life skills programs. The Foundation has also filed with the IRS to become a charitable non-profit organization under IRC Section 501 (c) (3). Our current IRS status as of this writing is pending approval, which we anticipate in due course.

This is an exciting time for the San Diego City Junior Lifeguard Program (JG Program). We are in the middle of the first session of the summer with over 500 boys and girls participating in age group appropriate activities from 9 to 17 years of age. The ocean, first aid and beach safety skills that each child learns will be used for the rest of their lives. This priceless education saves lives now and will for many years into the future.

The SDJGF is dedicated to the advancement of water safety through the many programs it supports including Water Proofing San Diego, Learn to Swim programs for intercity youth, and 100 scholarships for disadvantaged family participation in the JG Program each summer.

The SDJGF Board of Directors is made up of seven civic minded people with over 80 years of combined lifeguarding experience with lifeguard services in Southern California including thousands of rescues between us. Most have children who have participated in the program and all of us know what a truly outstanding program it is. We are dedicated to the advancement of water safety and the promotion of programs that save lives through education and hands on experience. Let me introduce the SDJGF Board to you: Bryan Chadwell, Kevin Eslinger, Barb Greenhalgh, Tom Martinez, Corey McClelland, John Sandmeyer and Byron Wear.

The board is starting to put a plan in place to raise funds for the continuation and growth of the JG Program. The fund raising activity currently underway is Hawaii Day which raised \$20,000 dollars for the program last year, your generous contribution this year is appreciated. You can donate to the SDJGF in many other ways. You can become a contributing member of the foundation with donations starting at \$25 and up, you can sponsor a scholarship for a deserving youth, and you can sponsor a rescue board, kayak or other equipment. Larger contributions can sponsor one of the JG Program Days: OB, La Jolla Cove, La Jolla Shores, or Hawaii Day; or sponsor the Pier Jump. We are looking for corporate or major sponsorship of the whole program, uniforms, or equipment truck. We are open to be as creative as you want to be.

Thank you all for your support! The JG Program has been outstanding for many years and with your help we will make it better than ever.

Yours in Lifesaving,  
Corey McClelland  
President and CEO  
San Diego Junior Lifeguard Foundation  
Promoting 'Skills for Life'