



## STATE OF THE HAJFL – 2009

# SEASON SUMMARY & ACCOMPLISHMENTS

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### **Membership:**

- 554 kids total in the league
  - 423 Football Players
  - 122 Cheerleaders
- Enrollment up 9 kids from 2008

### **Finance:**

HAJFL continued to utilize several tracking tools to maintain accurate cash and check handling practices, and necessary checks and balances to enforce accountability.

- 2009 Financial Summary (attached)
- 2010 Preliminary Budget (pending)
- Tax Status – the 2008 taxes are completed, 2009 due to be complete in March 2010.
- Verified HAJFL certification and registration status as a state of Michigan Non-Profit organization.
- Applied for and received solicitation license for HAJFL.
- Initiated procedure to return equipment deposits in cashier checks, rather than cash.
- Finance & Operations Committee formed for the 1<sup>st</sup> time – met bi-weekly for the 1<sup>st</sup> 3 months of 2009.

### **Community/Donations to membership:**

- 20 hardship scholarships given to HAJFL football players and cheerleaders, value of \$3,600.
- \$500 college scholarship awarded to Howell High School Senior Robin Witjes.
- \$500 college scholarship awarded to Howell High School Senior Kara Richardson.
- Donated 4 certificates for free cheer or football registration to all local elementary schools, to be used as “Silent Auction” gifts; advertising for the program since we can’t distribute fliers in the schools, and also supports the schools in our community.
- 4 Football jerseys donated to local middle school counseling program.
- HAJFL members donated over 325 pounds of food and perishable items to the Gleaners Food Bank, from ongoing food drives held at Parker and Three Fires.

### **Sponsorships/Fundraising:**

- Sponsorship numbers decreased from 22 in 2008 to 14 in 2009.
  - 6 Sponsors paid \$250 each:

- JONNA'S MARKET
- DICKS SPORTING GOODS
- BUFFALO WILD WINGS
- CRITTER CONTROL
- SNAP FITNESS 24/7
- VALIC FINANCIAL ADVISORS
- 1 Sponsor paid \$400:
  - PERFORMANCE PEDDLER
- 4 Sponsors paid \$500 each:
  - HUNGRY HOWIE'S PIZZA
  - FOWLerville SPORTS & APPAREL
  - BARUZZINI CONSTRUCTION
  - EXCEPTIONAL MORTGAGE
- 3 sponsors paid in service to the league:
  - Image Magic Studios - Provided annual hosting and all updating of the [www.hajfl.com](http://www.hajfl.com) website.
  - HAJBA - Exchanged sponsorship/advertising opportunities with the junior baseball league.
  - New Ground - Field maintenance.
- Shark Club Fundraising Events – staffed by HAJFL board and volunteers, raised \$5,983 over 15 nights.

### **Equipment:**

- Cheer:
  - Purchased 125 sets of Poms, 10 uniforms.
  - Paid for 122 registrations for Invitational
- Football:
  - Quality, affordability and most importantly safety were the priority regarding equipment purchases and maintenance.
  - All equipment reconditioned and safety certified.
  - 3 quotes for game jerseys, new design/style. Savings of approximately \$30 per jersey from 2008 costs.

### **Field:**

- Maintained brush field to use as JV Parking lot.
- Fertilizer Treatments on field surface.
- Constant prep and watering in the spring & summer before practices started.
- Painted, cleaned and updated electrical in concessions trailer. More to come in 2010.
- Finished raising the floor and completing the inside of the press box.
- Cut and prepared varsity practice fields at Parker.
- Rolling practice field surfaces to improve playing surface for 2010.

### **Administrative Accomplishments**

- Implemented an end of season survey – polling members of their 2009 season experiences; posted results on website.
- HAJFL Bylaws were updated and approved.
- Implemented Online Registration System for all veteran membership for the first time.
- HAJFL Policies & Procedures document created. Drafts of 50 policies & procedures have been created thus far. The 2010 board will continue to draft procedures, submit to the board for approval, and finally distributed to the membership.

- Registration day improvements were continued – providing parents with an easy and fast registration process.
- Aggressively used email and the league website to communicate pertinent information to the membership.
- Complimentary yearbooks provided to members at their banquet. Parents were given the opportunity this year to purchase yearbook ads for their players.
- Lawn signs utilized to advertise our registration day throughout Howell.

### **Howell High School**

- At the request of Howell High School, successfully split practice fields by color, utilizing the Parker High School grounds.
- HAJFL participated in the HAJFL Night at HHS game on October 23, 2009.

### **MISC:**

- SCRIMMAGE: Howell hosted LCAJFL teams for scrimmage at Three Fires.
- TOURNAMENT: The 2009 board worked on plans for an end of season tournament in Howell with other mid-Michigan organizations. Our work this year left us with a solid foundation for a potential tournament in 2010.
- Participated in Detroit Lions halftime game with Freshman Gold Football and Cheer.
- Participated in new HAJFL high school football camp.
- CLEAT PROGRAM: Grew a football cleat program this year which will help reduce the cost of cleats for some families next spring.
- CHEER ADDITIONS: Added a new cheer squad for JV Black
- LEAGUE STANDINGS IMPROVED:
  - Howell 2009 record: 74 wins, 56 losses, 3 ties
  - Howell 2008 record: 53 wins, 74 losses, 8 ties
- HOWELL'S OVERALL RECORD:
  - Black: FR 4-3-2, JV 3-5-1, V 9-0-0
  - Gold: FR 4-4-0, JV 5-4-0, V 9-0-0
  - Green: FR 1-8-0, JV 6-3-0-, V 6-3-0
  - Silver: FR 4-5-0, JV 3-6-0, V 1-8-0
  - White: FR 6-3-0, JV 5-4-0, V 7-1-0

**Howell Area Junior Football League**

**2009**

Checking Balance 2009 Yr End	\$28,129.60
Money Market Balance 2009 Yr End	\$27,930.07
2009 Year End Combined Balance	\$56,059.67
2009 Yr End Cash on Hand	\$0.00
2009 TTL Yr End Combined Balance	\$56,059.67

**INCOME**

Type	Comments	AMOUNT
50/50		\$4,639.00
AAU		\$0.00
Apparel		\$10,678.65
Cheerfest		\$1,265.00
Concessions		\$17,083.75
Donations		\$7,174.00
Equip Deposit		\$58,580.00
Fundraiser Cards		\$30.00
Gate Receipts		\$31,174.94
Hungry Howies		\$900.00
Misc		\$14,193.64
Rebates		\$0.00
Registration		\$94,841.45
Restitution		\$325.00
Sponsors		\$2,098.10
Yearbook		\$1,535.00

**2009 Total Income \$244,518.53**

**EXPENSES**

Type	Comments	AMOUNT
AAU		\$0.00
Apparel		\$10,789.30
Audit / CPA Fees		\$1,832.68
Bank Fees		\$278.81
Change Cash		\$2,003.00
Charity		\$3,192.93
Cheer Uniforms		\$4,154.47
Cheerfest		\$2,545.60
Concessions		\$16,564.62
Credit Card Fees		\$1,475.55
EMS		\$0.00
Field-Trash		\$2,082.41
Field		\$7,152.83
Field-Pods		\$2,808.00
Field-PortaJohns		\$3,219.00
Football Equip		\$24,357.48
Football Uniforms		\$9,172.85
Fund raiser cards		\$3,040.00
Insurance		\$9,442.32
League Fees		\$11,703.16
Lights		\$0.00
Office Supplies		\$543.22
Printing		\$1,214.08
Referee Fees		\$15,000.00
Refunds		\$6,829.08
Refunds - Equip Deposit		\$59,718.00
Room Rental		\$751.50
Signs and Banners		\$655.00
Trophies		\$4,933.67
Utilities		\$1,488.30
Yearbook		\$4,420.00
Misc		\$5,100.55
Bounced Check		\$0.00
College Scholarship		\$0.00
<b>Type</b>		<b>AMOUNT</b>
Building Expenses		\$1,260.17
Blocking Sleds		\$0.00
Sound System		\$0.00
Outback Fundraiser		\$0.00

**2009 Total Expenses \$217,728.58**

**2009 Total Income \$244,518.53**  
**2009 Total Expenses \$217,728.58**

**2009 Net Profit/ Loss \$26,789.95**



# 2009 HAJFL Survey Results

At the close of the season we asked our members to share their thoughts with us and rate the leagues performance on various aspects like coaching, communication, cost, quality of fields, equipment and overall personal experience. We received 142 responses from a membership of 500. We were very pleased with the responses and have already begun to discuss the areas in which there is room for improvement.

Thank you for participating in the survey....we'll do it again next year!

Scale: 1 poor – 4 excellent



Members were also asked what HAJFL does well and what we could improve on....here are the top 3 responses.

### Top 3: What does HAJFL do well?

1. League Organization
2. Coaching/Team Performance
3. League Communication

### Top 3: What can HAJFL do better?

1. Training for Coaches; tools for success
2. Quality of Playing Fields
3. Update Equipment