

"MAKE A DIFFERENCE FOR GREG"

CAMPAIGN



GREG LAUTENSLAGER

He's made and continues to make an amazing difference to young Nelson middle distance runners with huge financial sacrifice to him and his family - now it's our turn to make a difference for him.

The National Academy of Distance Running was formed in 2009 to assist and utilise Greg as a full-time middle-distance athletics coach to develop Nelson's talented young athletes. A major task for the Academy is to investigate and develop funding sources to ensure Greg receives a liveable wage.

Initially, funding sources, particularly New Zealand Community Trust, and coaching fees were able to provide Greg with, if not an income in line with his skills, at least a liveable wage.

Unfortunately, traditional funding sources are drying up as more demands are being put on a reducing pool of funds. This has impacted on the Academy to such a degree that currently it is not providing anything like a liveable wage for Greg.

The Academy is now faced with the urgent need to be innovative and proactive within the community to meet what has become a crisis.

In the modern world, schemes such as "Give a Little" and "Crowd Funding" have become popular ways of funding. Neither are appropriate for the Academy, but the concept of Friends of the Academy making regular monthly sponsorship/donations has real appeal.

In this presentation we set out how it is possible and invite you to "Make a Difference for Greg".

GREG LAUTENSLAGER

THE COACH

It doesn't seem so long ago when, in 2002 Greg, Debbie and their three boys arrived in Nelson to set up permanent residence.

Almost immediately, Greg began coaching middle-distance athletes. Initially, when Julian Matthews joined the group, there were only five other runners. Greg's reputation and enthusiasm spread and before long over 40 people of all ages and skills were training together under Greg. It continues to this day with a constant stream of young athletes joining Greg's group to achieve their goals.

Greg's coaching achievements in Nelson have been absolutely amazing. In 15 years he has coached athletes to achieve the following:



To top it off, one of his original prodigies, Julian Matthews has represented New Zealand at the 2016 Olympic Games, having previously represented his country at the 2015 World Track and Field Championships and 2014 Commonwealth Games.

For athletes wishing to pursue their running career in conjunction with their studies, he has organised full athletics scholarships to NCAA Division I Universities in the United States, valued in excess of \$3 million.

Greg provides each of his athletes with a personalised training programme which he monitors weekly. He helps them with transport if needed, and personally takes them to regional, South Island and National Championships. Usually he organises transport and accommodation for the entire regional team. Greg also manages the Athletics Nelson summer track and field programme at Saxton Oval athletics track.

While Greg's record speaks of his outstanding ability to coach athletes to the highest level, this record doesn't do him justice. He willingly coaches many other athletes with less potential than the elite. Greg makes no distinction between athletes regardless of ability. Rather, if they have enthusiasm, he will embrace them into his squad and encourage them to reach an athletics level they never dreamt of.

Greg is extremely proud that, while he has coached so many athletes, he has mentored them to become motivated and achieving young adults. In Greg's words, he gets so much pleasure out of seeing his young prodigies become good citizens in the world. They remain lifetime friends.

“MAKE A DIFFERENCE FOR GREG”

INVITATION

We invite you to become a valued, regular monthly donor/sponsor of the Academy to help us achieve our goal to provide a sustainable regular income for Greg.

Reasons to be Involved

There are two reasons why you may wish to participate, one philanthropic the other financial.

- It provides an opportunity for individuals, families and businesses who respect Greg to make a positive financial contribution towards his coaching income
- As the Academy is a registered charitable trust, all donations/sponsorships are tax deductible which rewards you for your generosity. Donations currently attract a tax rebate of 33%.

Recognition

While we are unable to give you tangible benefits for becoming a donor/sponsor, we will do everything we possibly can to recognise your contribution. We intend doing this by providing you with the following:

- Acknowledgement on the Friends of the Academy page of the National Academy of Distance Running website
- A regular six monthly newsletter following each winter and summer season keeping you informed of the achievements of Greg and his athletes and other items of interest
- An annual function giving us the opportunity to recognise your generosity and to thank you for your involvement. This will give us a further chance to update you and also to provide you the opportunity to personally meet with Greg and some of his athletes.

Donation/Sponsorship Packages

As it is our desire to involve as many donors/sponsors regardless of their level of contribution, we have not set the goal too high. We appreciate that not everyone can contribute at the same level; yet at the same time we wish to recognise different levels of contribution. We have therefore set the following levels of contribution.

Individuals/Families (one entity)

Donor: \$20 - \$49 per month
Bronze Donor: \$50 - \$99 per month
Silver Donor: \$100 - \$149 per month
Gold Donor: \$150+ per month

Businesses

Sponsor: \$50 - \$99 per month
Bronze Sponsor: \$100 - \$149 per month
Silver Sponsor: \$150- \$199 per month
Gold Sponsor: \$200+ per month

Full details are set out on an accompanying Friends of the Academy Donation /Sponsorship form.

TESTIMONIALS



PETER SNELL *Triple Olympic Gold Medalist and New Zealand's Athlete of the 20th Century.*

"It has been a frequent observation of mine that outstanding individuals, in their developmental years, are the product of outstanding mentors in many fields, including Athletics. Pockets of excellence can always be traced to the influence of a dedicated coach. For example, the many world-class athletes in the western suburbs of Auckland in the 1960s did not arise by accident but through the inspiration and guidance of Arthur Lydiard.

Greg Lautenslager is in the mould of Arthur Lydiard. The success of Nelson teenage runners is not due to chance circumstances. Nelson, through this Academy has the opportunity to show the rest of New Zealand that investment in knowledgeable, dedicated coaches is an investment that will unlock the potential of talented young athletes."

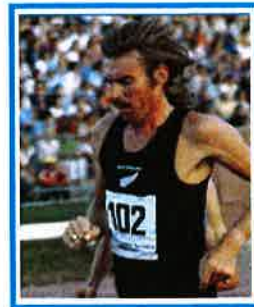


ROD DIXON *Olympic bronze medalist and 1983 New York City Marathon Champion.*

"This is so very exciting and well overdue. Fortunately, you know every aspect of this proposal and the effects and benefits to Nelson, the high school athletes and the young people.

Nelson has, and is the BEST training environment in the world for runners and other sports in conditioning and training. I have seen the best, been to the best and there is no doubt Nelson has the best environment. The Japanese seem to think so too and I have often visited with them and shared my training routes etc.

Please know you have my 100% support. I will do everything I can to support, offer advice, to sit on your board of directors, coaching or however I can be of assistance. In Greg you have a top man, coach and leader."



DICK QUAX *Olympic silver medalist and former 5,000 metres world record holder.*

"I have known Greg Lautenslager from my days when I was coaching the Nike International team – Athletics West in Eugene, Oregon in the early 1980s.

While Greg was not a member of that team he received coaching advice from myself and other coaches, exercise physiologists and others supporting an elite distance running programme. Clearly, Greg has transferred much of what was learnt during that time to suit his own personal coaching style to attain such impressive results with young people of the Nelson district.

To quote legendary coach Arthur Lydiard there are champions everywhere, they just need to be found and given the right coaching. Nelson is indeed fortunate to have a talented coach in Greg Lautenslager who I am sure will unearth many young champions of the future in your region."



LORRAINE MOLLER *Four-time Olympian and bronze medalist in the 1992 Olympic Women's Marathon*

"One person with sufficient drive, knowledge and enthusiasm can inspire and guide our youth to great things. In sport this has been shown repeatedly throughout New Zealand history; world beaters, under the wing of a dedicated coach, springing from humble beginnings to distinction on the world stage. No better example springs to mind than Arthur Lydiard and his group of Olympic champions. In the same spirit, Greg Lautenslager has single-handedly created opportunities for young athletes that might have otherwise died out as it has in many places in New Zealand. I whole-heartedly applaud the move for the City of Nelson to instigate the Academy with Greg at the helm. Such foresight sets a precedent for all of New Zealand and keeps our great sporting legacy alive."



NICK WILLIS *Bronze medalist at the 2016 Olympic 1500 metres. Silver medalist at the 2008 Olympic 1500 metres. Gold medalist at the 2006 Commonwealth Games 1500 metres*

"Greg Lautenslager has been the number one reason why I have paid personal attention to Nelson Athletics. Soon after his arrival in the region, athletes from Nelson started popping up on the national radar and producing some performances not seen in New Zealand for a long time. I initially thought that Dallas Bowden was a one of a kind kid, but Greg continued to have success with athlete after athlete. I have now had the privilege to have hosted Dallas Bowden, Dominic Channon, and Julian Mathews at my training base in Michigan USA. I have full confidence that all three of these runners will represent New Zealand at the Olympic or Commonwealth games in the near future. The system and team environment that Greg provided for them in Nelson is what opened their eyes to the sport of athletics, and how far their talent can take them. I have no doubt that many many other kids will follow in the years to come also."



JULIAN MATTHEWS *New Zealand 1500m representative Olympic Games 2016, World Track and Field Championships 2015, Commonwealth Games 2014*

"I met Greg in my last year of intermediate. At this stage I had just been introduced to the sport of running and was competing in both track and cross country meets around the region. Although I had experienced reasonable success at these first meets, it wasn't until Greg took me under his wing that I quickly discovered a natural aptitude for the sport, and it was then through his passion that I was encouraged to pursue my running further.

Not only did Greg become my running coach, he became a close friend; and most importantly, a mentor for my sport and life surrounding it. It was through his friendly nature and unwavering confidence in his own knowledge that helped make it so easy to form the strong relationship we have. His encouragement and desire for me to achieve personal milestones never failed to inspire"

Friends of the Academy Donation / Sponsorship Form

"Make a Difference for Greg" Campaign

Type of Donor/Sponsor: Individual/Family, Business (delete those which don't apply)

Name(s):

Address:

Telephone:

Email address:

I/We would like to participate in the **Make a Difference for Greg Campaign** by becoming a donor/sponsor at the following **monthly contribution** level (please indicate the appropriate level).

Individual/Family

Donor: \$20
Bronze Donor: \$50
Silver Donor: \$100
Gold Donor: \$150
Other: \$_____

Business

Sponsor: \$50
Bronze Sponsor: \$100
Silver Sponsor: \$150
Gold Sponsor: \$200
Other: \$_____

Bank Account Details: NADR Donations Account 12-3193-0018402-01

I/We have set up an automatic payment with my/our bank* commencing on / / and monthly thereafter.

***Please ensure your name and the reference "Donation" appears on our bank statement.**

I/We understand that by agreeing to become a donor:

- **I/We are able to stop our contributions at any time and for any reason whatsoever. This can be done by cancelling the automatic payment authority and notifying the Academy.**
- Monthly contributions agreed to above will be deducted monthly by automatic payment from my bank account
- As soon as practical after the end of each financial year, an IRD-approved receipt will be provided by the Academy setting out the amount of my /our contribution and confirming the tax deductibility status of my/our donation/sponsorship

Names

Signatures

Date: _____

Please email your completed application to Vern Mardon: vern@vmrisk.co.nz