



2015 USAS Convention

Kansas City, KS

October 2, 2015

Swimming Saves Lives Foundation – 2015 Convention Purpose

The purpose of SSLF is to advocate and raise awareness, and to serve as a resource for programs providing adult learn-to-swim lessons. We solicit charitable contributions and provide grants to SSLF program providers.

SSLF is largely focused on the short term goal of teaching an adult how to swim with the long term goal of sustained healthier lifestyle.



Swimming Saves Lives Foundation – 2015 Convention

Raising Awareness

- *More than 18 million swimming pools and hot tubs in the USA.*
- *37% of American adults cannot swim the length of a pool.*
- *Every day, about 10 people die from drowning.*
- *Majority of unintentional drowning victims are adults (75% are 14+ years old).*
- *Drowning ranks fifth among the leading causes of unintentional injury death in the United States.*
- *Children of adults who don't know how to swim are at a greater risk of not learning to swim....87% of the Children will not learn to swim.*

**ADULTS ASPIRE
TO SWIM
MORE THAN ANY OTHER
ACTIVITY...**

**...YET, 37% CAN NOT
SWIM THE LENGTH
OF A POOL**

Swimming Saves Lives Foundation – 2015 Convention

Raising Awareness

Adult Learn-To-Swim Month

- In 2013, SSLF Declared April “Adult Learn-To-Swim Month”;
- Media Campaign created & launched and Public Service Announcement created & distributed;
- Resulted in thousands of media stories worth in excess of ~\$450,000 over the past two years;
- Proclamations supporting initiative issued by at least twenty Governors including States of Indiana, Nebraska, Washington, Maine, Massachusetts, Texas, Florida, Vermont, Pennsylvania, New Jersey and Minnesota; and
- Masters Programs piggy backed off of the initiative, offering Adult Learn-To-Swim programs during the month.

In addition to teaching adults to swim, April Learn to Swim Month is also a volunteer initiative.



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Raising Awareness



USMS Announcement



Swimming Saves Lives Foundation – 2015 Convention Raising Awareness



Public Service Announcement



Swimming Saves Lives Foundation – 2015 Convention

Raising Awareness



STATE of MINNESOTA

Proclamation

- WHEREAS:** U.S. Masters Swimming (USMS) is a 501(c)(3) nonprofit organization that represents 60,000 USMS adult members who swim with its more than 1,000 local adult swim programs across the country; and
- WHEREAS:** The Centers for Disease Control estimates that 37 percent of American adults could not save themselves if they fell in water over their head; and
- WHEREAS:** Adult drowning is a problem we can solve — teaching adults to swim is the central cause of the Swimming Saves Lives Foundation, the charitable arm of the USMS, and its foundation partners; and
- WHEREAS:** The Swimming Saves Lives Foundation provides grant resources to programs in Minnesota so they may teach potentially hundreds of adults to swim who might not otherwise have the opportunity to learn; and
- WHEREAS:** The grants are privately provided by the charitable and generous contributions of USMS members and supporters; and
- WHEREAS:** April is recognized nationally as Adult Learn to Swim Month, and with the help of state governments throughout our great nation highlighting this lifesaving effort, the commendable goal of making water available to non-swimmers for fun, fitness, and health, can be attained.

NOW, THEREFORE, I, MARK DAYTON, Governor of Minnesota, do hereby proclaim the month of April 2014, as:

ADULT LEARN TO SWIM MONTH

in the State of Minnesota.

IN WITNESS WHEREOF, I have hereunto set my hand and caused the Great Seal of the State of Minnesota to be affixed at the State Capitol this 14th day of April.


GOVERNOR




SECRETARY OF STATE

Proclamation: Minnesota



Swimming Saves Lives Foundation – 2015 Convention

Raising Awareness: USA Swimming Foundation

- USA Swimming and USMS entered into a affiliation of collaboration in support of learn-to-swim and water safety nationwide in 2015;
- USMS will be the primary referral resource for adult learn to swim programs in the US via:
 - All printed marketing materials where swim lessons are referenced;
 - USA Swimming Foundation website;
 - Telephone, internet and in-person referrals
- USMS will reciprocate for Children’s programs;
- USMS will provide Exhibition space at Nationals to promote their Performance Camp and assist with Alumni event.
- Other sharing of materials.



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Resources: Program Materials

- **Program Guide (16 Pages)**
 - Represents a guide on how to operate your local April ALTS Program.
 - Includes information setting forth purpose, requirements, suggested timeline, marketing materials, etc.
- **Volunteer Teacher Swim Lesson Guide (11 Pages)**
 - Teaching progression to aid volunteer instructors.
 - Includes general teaching tips and specific approaches to common issues (breathing, Stroke development and fear
- **Volunteer Instructor and Student Registration Template**
 - Excel document to track participants details
 - Includes basics (Name, Contact info) and specifics (USMS registered, skill level, etc.)
- **Volunteer and Participant Certificates**
 - Sample Certificates

*All items are available for Download at
USMS.org/LearnToSwim
or Google “USMS Learn to Swim”*



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Resources: Instructor Certification

- During the first ALTS Campaign, it was noted members and member coaches needed more resources for teaching adults to learn to swim and become safer in the water.
- In 2015, USMS launched its Adult-Learn-To-Swim Instructor Certification Program.
- Curriculum draws from nationally recognized experts.
- Includes the five basic water competencies identified by the American Red Cross.
- Currently there are 253 USMS-Certified ALTS Instructors.
- There were ~ 12 Instructor Certification sessions in 2015. 2016 is estimated at 25.

*More information is available at
USMS.org/content/ALTS_Cert
or Google “USMS ALTS Instructor”*



Swimming Saves Lives Foundation – 2015 Convention Resources

- Don't define curriculum...need sustainable business models;
- Looking to each of you to help define scalable best practices
- Agile and passionate community.



Swimming Saves Lives Foundation – 2015 Convention Grants

Key Criteria For Consideration

- Prefer, but not limited to, not-for-profit organizations and municipalities;
- Must be eligible for or affiliated with USMS (18 and older);
- Deemed fiscally responsible, have appropriate management qualifications, pass background check, and anticipated path to sustainability;
- Utilization of an established program for teaching ADULTS to learn to swim (not just USMS curriculum);
- Programs sponsored/operated by an existing USMS club or affiliated group, or those with matching grants, given special priority although not guaranteed; and
- A qualitative assessment of need, based upon application and other information (known endorsements).

Overview of Grant Requests

- Received 77 Applications requesting \$300,376 in Grants (2014/5: 57 / \$233,000; 2013/4: 31 / \$133,000);
- BoD has approved a funding of up to \$87,000 for 2015/6 Year (2014/5: \$60,000; 2013/4: \$48,708).
- We plan on issuing 47 grants for the 2015/6 year (2014/5: 17; 2013/4: 11).
- Grants totaling \$17,398 and \$10,866 were approved in 2012 & 2011, respectively.

All Grant recipients will be given one free slot to attend the USMS-ALTS Instructor Certification Course



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Grants: 2015/6 Recipients

Allentown YMCA/YWCA
Arizona Aquatic Sports Foundation
Bard College at Simon's Rock
Christiansburg Aquatic Center
City of Charleston
Craig Waverunners Swim Club
Desert Olympic Tritons
Disabled Sports USA
Diversity in Aquatics, Inc.
Duanesburg Area Community Center
Embarcadero YMCA
Emerald Coast Fitness Foundation
Faculty Staff Fitness, Oregon State University
Fort Worth Drowning Prevention Coalition
Golden Isles Swim Team
Greenville Splash YMCA Masters
Gulf Coast Explorers
Hampton Family YMCA
Hilltop Family YMCA
Hood River Valley Parks and Recreation District
Intrepid Athletics, Inc
Kalamazoo Community Aquatics Initiative
Killington Aquatic Club Masters

Kingsport Aquatic Center
Manatee County YMCA
Napoleon Aquatic Club
New England Masters Swim Club (NEM) / Cambridge Masters Swim Club
Norfolk State University
Penobscot Bay YMCA and Mid-Coast Masters Workout Group
Presidio YMCA
Raleigh Swimming Association
Richmond Swims
SAMO Masters
Sarasota YMCA
Score 4 More
Sierra Marlins Swim Team
South Jersey Tri to Swim Club
Sport & Health
St. Bernard Swim Club
Stowe Swimmers Foundation Ltd
Swymnut Masters
Temescal Aquatic Masters
Tennessee Aquatics Masters Swimming
Villages Aquatic Swim Team (FACT)
Wild Rivers Coast Masters
YMCA of Central Florida
YMCA of Martha's Vineyard

2015/6:	Total grants: 47
2014/5:	Total grants: 17
2013/4:	Total grants: 11

Average Grant:	\$1,850
Average Grant:	\$3,529
Average Grant:	\$4,428



Swimming Saves Lives Foundation – 2015 Convention Going Forward

- Continue to build Awareness (April Learn-To-Swim, etc,).
- Continue evolution and refinement of the Application, Approval and Reporting Process.
- Continue build out Infrastructure.
- Seek volunteers to assist with the Fundraising component of SSLF.

