

Get Involved!



Make A Difference!

Swimming Saves Lives – 2018 Convention

Why Do We Exist?

- *More than 18 million swimming pools and hot tubs in the USA.*
- *Over a third 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.*
- *Children of adults who don't know how to swim are at a greater risk of not learning to swim.*
- *Drowning ranks fifth among the leading causes of unintentional injury death in the United States.*



Join the *USMS Swimming Saves Lives Foundation*
Group on Facebook



Swimming Saves Lives – 2018 Convention

Mission: USMS and SSL Adult Learn-to-Swim Initiatives

- ✓ Serve as an Educational resource for programs that provide Adult Learn-To-Swim Lessons.
 - Adult Learn To Swim Instructor Certification Program

- ✓ Serve as a Financial resources for Programs that provide Adult Learn-To-Swim Lessons
 - Fundraising and Grants

- ✓ Community Outreach;
 - April is Learn-To-Swim Month
 - Raise public awareness / outreach about the problem of adult drowning



The USMS Swimming Saves Lives Foundation works to reduce adult drowning risk through education, financial support, and community outreach.



Swimming Saves Lives – 2018 Convention Highlights

✓ Awareness / Outreach

- April “Adult Learn-To-Swim Month” launched in 2013;
- In 2018 there were 48 known programs offering an April offering with almost 1,100 swimmers participating.
- Over 400 instructors, most of whom were volunteers, participated in the April programs.
- SSLF Facebook Group



✓ Educational Resources

- In 2015, the Adult-Learn-To-Swim Instructor Certification Program to support the ALTS programs around the Country.
- Currently there are 1,404 USMS-Certified ALTS Instructors (1,177 in '17 / 787 in '16 / 320 in '15).



✓ Financial Resources

- Provide grants to programs provide Adult Learn-To-Swim Lessons.



The USMS Swimming Saves Lives has evolved considerably over the past 5 years



Swimming Saves Lives – 2018 Convention

Resources and Tools

✓ Adult Learn-To-Swim Program

- Planning resources to host an ALTS Lesson Program
- Planning Timeline, Flier Template, Volunteer Instructor Manual, Customizable Certificate, list of certified instructors.
- Link: USMS.org/fitness-and-training/april-is-alt-month



✓ Educational Tools

- ALTS in a Box: Available to Certified ALTS Instructors.
- 26 Page guide to running your program, registration templates, attendance and evaluation forms, Questionnaire, etc.
- STREAMLINES for ALTS Instructors and ALTS Facebook Group.



✓ Financial Resources

- Application scoring system included on Grant Application Page.
- Link: USMS.org/content/applyforgrant



Learn More at usms.org/fitness-and-training/april-is-alt-month



Swimming Saves Lives – 2018 Convention

Financial Support: Grant Funding To ALTS Programs

	Grants Submitted		Grants Approved		Donations Received to Support Grants *
	No.	Dollars	No.	Dollars	
2019	80	294,624	63	132,500	149,705
2018	82	310,662	50	126,443	137,428
2017	74	269,142	38	86,740	92,333
2016	77	300,376	47	93,500	87,337
2015	57	233,000	17	63,000	75,803
2014	38	183,303	11	48,708	59,341
2013			7	17,398	45,729
2012			6	10,866	38,502

- ✓ Quality of Grant Requests has improved dramatically over past 3 years.
- ✓ Volume of Grants Approved and Funding has increased since 2012.
- ✓ Donations have also continued to increase thru endowments and Events.



* - Excludes Major Gifts of \$125,000 and Endowments of ~\$90,000.



Swimming Saves Lives Continuing to Gaining Momentum

- ✓ Committed USMS Donor Base
- ✓ ALTS Instructor Program a Success
- ✓ USMS Fitness Series Launched and Profitable
- ✓ Clear Grant Application Process
- ✓ Continual growth in Grants and Donations

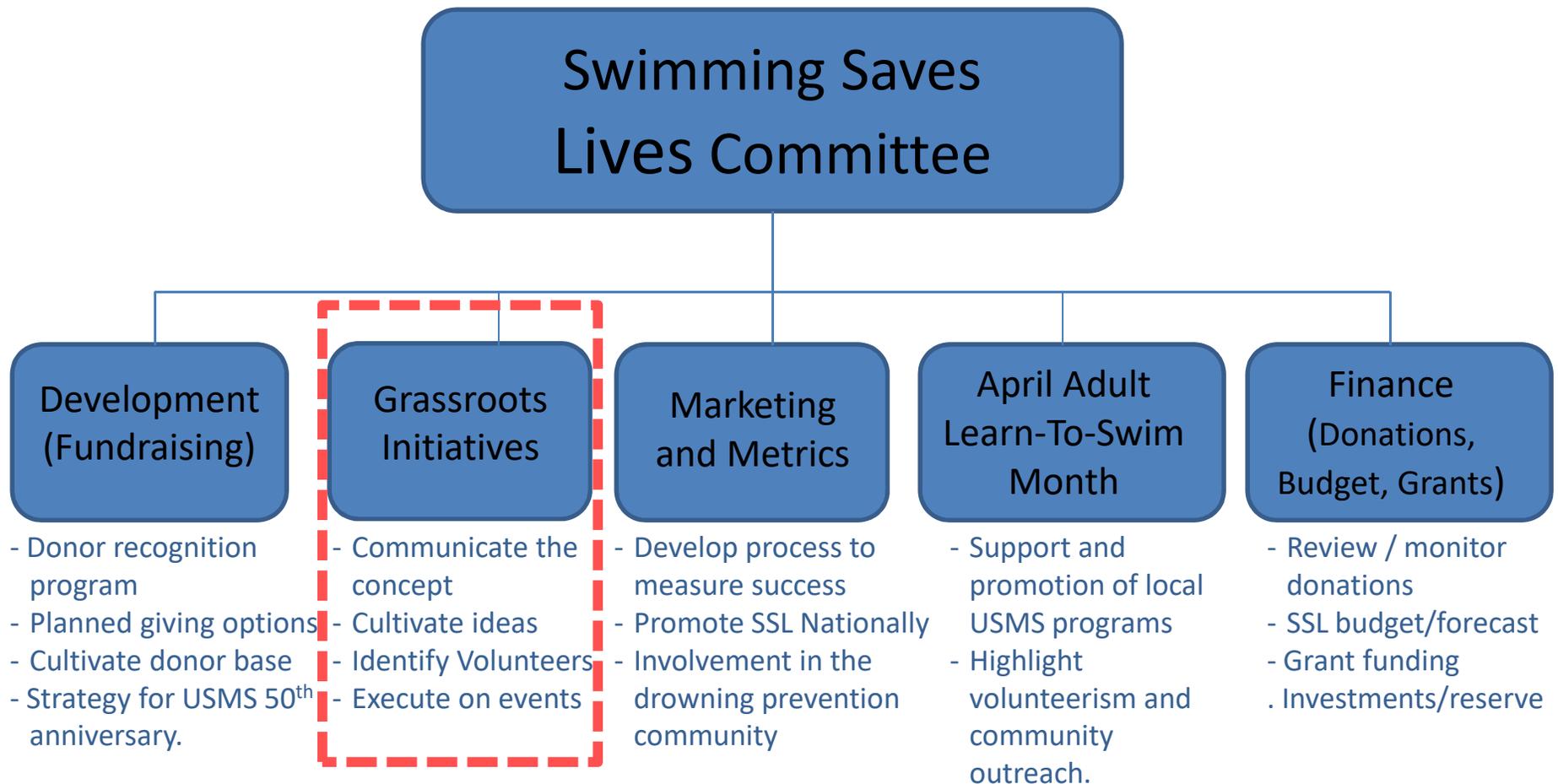


SSL has awarded over \$430,000 in Grants. This amount will surpass \$500,000 by the end of 2018.



Swimming Saves Lives – 2018 Convention

SSL Committee Structure



Structure Creates a Forum to Discuss Issues, Incubate Ideas and Set Priorities for Committee and USMS Board



Swimming Saves Lives – 2018 Convention

Cross Organization Prioritization: Events

The SMARTYPANTS vitamins USMS Fitness Series Events



Event dates: Feb. 15 - 28



Event dates: July 15 - 31



Event dates: Nov. 15 - 30

- ✓ Supports Broader USMS Mission: Engages the non-competitive member
- ✓ Provides a bridge to other USMS Events (i.e., ePostal) & National Organization
- ✓ Opportunity to raise funds for SSL and swimmers' charities of choice

✓ Winter and Summer have raised \$12,690 for SSL in donations.

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Fundraising Channels of Successful Organizations

- ✓ Corporate Sponsorship
- ✓ Grants and Foundations
- ✓ Cultivating Loyal Donors (Annuitive Baseline)
- ✓ Planned Giving (Legacy)
- ✓ Organized Grassroots Effort



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Grassroots Fundraising – Strength in Numbers!

- ✓ Generally employed by organizations without major / consistent media exposure or large Corporate support
- ✓ Initiatives are predominantly Community Focused
- ✓ Goal: Mobilize many Communities (Strength in Numbers)
- ✓ Predominantly Volunteer driven
- ✓ Donations can be of any size (large or small)



Successful Fundraising is driven by a **Common Belief**, an **Organized Effort**, and/or ongoing **Marketing & Outreach**



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Grassroots Fundraising – Key Event Characteristics

- ✓ Something Inspiring
- ✓ Recurring
- ✓ Repeatable (easily replicated across multiple Communities)
- ✓ Driven by peer-to-peer connections (i.e., Social Media)
- ✓ Goal is to receive lots of small and hopefully some large donations.



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Grassroots Fundraising – Share your ideas

Alright!

LETS

BE CREATIVE!!



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Grassroots Fundraising – Key Activities to a Successful Event

- ✓ Define Cause
- ✓ Determine Event
- ✓ Create/Formalize Committee
- ✓ Set Timeline
- ✓ Determine Event Logistics
- ✓ Develop Marketing and Media Plan
- ✓ Look for Sponsors (Cover costs plus if possible)



**Cultivate Interest, Connect
Others, Contribute**



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Grassroots Fundraising – Timeline

At the Outset (greater than 6 months prior to event date)

- There needs to be a passionate leader to drive the event forward.
- Define your cause.
- Choose your event.
- Identify your point person

6 Months Out

- Put Committee in place. Ensure you have a social media expert and graphic designer.
- Start looking at all the moving parts of your event: Size of event, facility if needed, volunteers needed, insurance, etc.
- Establish Social Media Accounts: Facebook Page, Twitter, Instagram.

4 Months Out

- Have logistics fully documented: Equipment needs, Permits, Timing, etc.
- Ensure process for collecting donations is finalized, simple and fully communicated – USMS uses Flipcause.



Timeline with vary depending upon the size and complexity of the event.



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Grassroots Fundraising – Timeline

3 Months Out

- Finalize contracts.
- Ensure flyer and marketing plan is finalized, including a logo!
- Start looking for sponsorships to defray overhead costs.
- Start promoting. Leverage your social media accounts.
- List media and other outlets (i.e., LMSC and LSC) that may be interested in your event and reach out.

2 Months Out

- Keep Promoting: Library, Schools, etc.
- Develop registration / sign up process, if relevant to your event.
- Organize T-Shirts, swim caps and other merchandise.

1 Months Out

- Keep Promoting
- To the extent relevant, confirm volunteers commitment and that they are trained.



**Ensure the process to Donate is Simple
and Clearly Understood by All.**



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Grassroots Fundraising – Timeline

Month of Event

- Remind media outlets that your event is coming up.
- Ensure LMSC, National Office and other outlets are aware of the details of the event, including the donation link so they can promote.
- Review all details and logistics to ensure smooth execution,



Timeline with vary depending upon the size and complexity of the event.



Swimming Saves Lives Grassroots Fundraising – Lake Erie



Lake Erie Relay Swim – From Canada to the US.
Raised \$9,200 for SSL



Swimming Saves Lives Grassroots Fundraising – Event



Logistics, Logistics, Logistics



Swimming Saves Lives Grassroots Fundraising – Merchandise



Promotional Items

