

2020 U.S. Masters Swimming Annual Meeting — Via Zoom

Committee Name:	Swimming Saves Lives Board of Trustees		
Committee Chair:	Jay DeFinis	Vice Chair:	Brandon Franklin
Minutes recorded by:	Brandon Franklin	Date/time of meeting:	September 2, 2020

Actions Requiring Approval by the HOD:

1. None

Motions Passed:

1. None.

Number of committee members present: 8	Absent: 4	Number of others present: 22
Committee members present (list all, including chair and vice chair): : Jay DeFinis, Chair; Brandon Franklin, Vice Chair; Nancy Ridout; Leo Letendre; Jeff Moxie, Maria Elias, Patrick Weiss, Peter Guadagni (Ex-officio),		
Committee Members Absent: Kristina Henry; Stan Benson, Bill Brenner (Ex-officio), Patricia Mathison.		
Others Present: Dawson Hughes, Carrie Stolar, Elaine Krugman, Emily Cook, Michael Hamm, Jeanne Ensign, Karen Harris, Leonardo Perales, Leslie Scott, Lorena Sims, Marlys Cappaert, Nadine Day, Nick Peck, Phil Dodson, Rand Vaillancourt, Stephen Rouch, Sue Nutty, Susan Hengstenberg, Susan Kuhlman, Susan Pollard, Ted Haartz, Thaddeus Gamory		

Minutes

The meeting was called to order at 8:00pm EDT by Jay DeFinis, Committee Chair.

1. Welcome – Jay DeFinis welcomed Committee Members and Guests.
2. Presentation - The meeting attendees were then walked through the Presentation document (Agenda attached). Key items presented included the following:
 - a. Statistics that support the purpose of the Foundation: Drowning is a pandemic in the United States.
 - b. Jay presented the Mission Statement of USMS: *The USMS Swimming Saves Lives Foundation works to reduce adult drowning risk through education, financial support, and community outreach.*
 - c. Each of the three components of the USMS SSL Mission Statement, along with examples of how those components are being addressed, was highlighted, as follows:
 - i. Raising Public Awareness / Outreach: April is Learn to Swim Month.
 - ii. Serving as an Educational Resource: Adult Learn to Swim Instructor Certification;
 - iii. Financial Support: Providing financial assistance to the Community through issuance of Grants to teach adults to learn to swim.
 - d. Operating within that framework, the primary activities of SSL were presented:
 - i. Fundraising
 - ii. Issuing Grants
 - iii. Supporting programs that receive grants thru provision of goggles, T-Shirts, banners, etc. to help run a successful program.
 - iv. Sponsoring Adult Learn to Swim Instructor Certification Classes in key areas of need. It was made clear that ALTS Instructor Certification Courses are not part of SSL. Rather, SSL pays to ensure several ALTS Instructor Certification Courses are offered in key areas of need. Those areas include locations where Grant applicants are

located but for which no course has ever been offered. Profits from those sponsored courses stay with SSL to be used for grants.

- v. Support Cross Organizational Initiatives such as the Fitness Series Events and April Adult Learn-to-Swim Month.
 - e. Jay highlighted that for a substantial portion of 2020, the USMS Swimming Saves Lives Mission was changed. Given the impact COVID-19 has had on the USMS community, resources have been utilized to support the USMS COVID-19 Club Relief Fund.
 - f. Fundraising: It was highlighted that the newly established giving levels, introduced in 2019, had a substantial positive impact on funds raised during the annual registration process. Contributions increased almost 20 percent in Q4 2019 versus 2018 and were more than double in Q1 2020 versus Q1 2019. Although the entire increase cannot be attributed fully to the new giving levels, it does represent a substantial amount.
 - g. Donor Wall: An on-line donor wall has been established at USMS.org. This was possible through a generous donation made by Phil Dodson. USMS is in the process of updated the names but it will set forth those meeting the thresholds set forth in the new giving levels. Thank you, Phil!
 - h. Auction: SSL carried out their 2nd annual SSL Online Auction. It ran concurrent with the USMS Virtual Championships. Many great items were donated by USMS members in support of the event. Over \$8,000 was raised, tripling the amount raised in the prior year. Proceeds are being used to support the USMS Club Relief Fund.
 - i. Grants: The grant process was discussed. It was highlighted that in years past, grant applications were received and reviewed over the summer, with the SSL committee making a recommendation to the USMS BOD at convention regard the amount of grant funds to be released in support of the program for which applications were received. Given the current situation and ongoing level of uncertainty, it was communicated that the tentative plan is to open the grant application window in January / February of 2021 with grants being disbursed in March 2021, in time for April ALTS programs. Funds available for these grants are consistent with funds available in previous years. However, the amount to be disbursed will be subject to the volume and quality of applications as well as the state of the world at the start of 2021. As such, the SSL committee has decided to wait until 2021 to make a recommendation to the USMS BOD regarding grant funds.
 - j. Potential Partnership with USA Swimming Foundation: Dawson Hughes walked the attendees through a potential partnership with the USA Swimming Foundation. The overall goal is to bring support to the back-office effort, provide access to our primary demographic regarding fundraising and grants, as well as provide a potential source of funding for grants.
3. The meeting was adjourned at 9:00pm.

Swimming Saves Lives – 2020 Convention

AGENDA

- ✓ *Reminder of the USMS Mission*
- ✓ *SSL's Key Responsibilities*
- ✓ *Current Year Mission*
- ✓ *Fundraising – 2019 and 2020 Q1*
- ✓ *Auction Recap*
- ✓ *Grant Cycle Timing*
- ✓ *Partnership with USA Swimming*

