2018 Step Into Swim™ Report With Recommended Strategies for 2019 and Beyond

Background

NSPF launched the Step Into Swim campaign in 2012 “to create one million more swimmers in 10 years.”

One hundred percent (100%) of donations to Step into Swim are directed towards Learn to Swim (LTS) organizations that carry out our mission.

Driving Forces Behind Step Into Swim (still in effect as recorded on CDC’s website)

- Every day about ten people die from unintentional drowning; of these, two are children aged 14 or younger
- Drowning ranks fifth among the leading causes of unintentional injury death in the United States
- Drowning is the leading cause of death of children 1 to 4 years of age. It is the second leading cause of death among those aged 1 -14, behind only motor vehicle crashes.
- Rates of unintentional drowning among African Americans and Hispanics are much higher than those of Caucasians
- Taking part in in formal swimming lessons reduces the risk of drowning among children aged 1 to 4 years. (NSPF has cited studies reporting said reduction is as high as 88%).

Key Activities Through the Years

- Conducts annual grant application process (see press release for 2018 donors / recipients)
  - What was once a multi-step and time-consuming process is now achieved quite easily through electronic application and reporting features
  - We have contact information for nearly 200 LTS organizations seeking funding for their programs, ready for matching to builders throughout the country
- Sponsors Angels of America’s Fallen (AoAF) which, through “Lessons from Lylah,” ensures children of fallen heroes can learn to swim;
  - NSFP was the first corporate sponsor of AoAF and in 2019 NSPF will be the Presenting Sponsor of the AoAF annual Gala at which “Lylah’s” Mom will be the keynote. A fall 2018 marketing campaign will target this initiative.
- Sponsors SwimToday, an important program of USASwimming whose network reaches hundreds of thousands of kids throughout the country
- Launched and supports NY Park Systems Learn to Swim Program
  - Grew from 1 location to 27 locations over 3 – 4 years
  - Now reaches over 3,000 kids per year
  - Partners with SIS, NESPA Foundation, Red Cross, NY Health Department, others
- Supports Jewish Community Centers catering to disabled patients
- Partners with Florida Swimming Pool Association (FSPA)
  - FSPA encourages its chapters to support local LTS programs
  - FSPA and SIS match individual chapter donations
• Promotes “water and wellness” at industry events
  o NSPF’s World Aquatic Health Conference (WAHC) and Manufacturer and Buying Group Dealer Meetings
• Participates in WaterSafetyUSA, a roundtable of 14 longstanding national nonprofit and governmental organizations with a strong record of providing drowning prevention and water safety programs, including public education
• Sponsors PHITAmerica.org; an initiative of Sports Fitness Industry Association (SFIA)
  o Personal Health Investment Today Act (PHIT Act); has bipartisan support in DC. Allows “fitness spending” to be part of pre-tax Flexible Spending Accounts and Health Spending Accounts
  o GoGrants for Physical Education in Schools serving disadvantaged students; Has helped hundreds of thousands of kids to get moving
  o “Get America Moving Month” (May 2018); “World’s Largest Swim Lesson” participant; Speedo a sponsor
• Encourages and captures donations from among NSPF instructors, manufacturers in the industry, buying groups and individual builders / designers and serve professionals

Research Critical to Honing Strategies

• Water brings about a Blue Mind; a book by Wallace J. Nichols, a 2016 WAHC keynote; NSPF CEO Tom Lachocki was awarded the 2017 “Blue Mind Award”
• Swimming is great for many conditions
  o NSPF funded research of key influencers in the medical community; the research NSPF “seeded” has grown exponentially
  o The Aquatic Health Benefits Bulletin (AHBB) aggregates published medical studies on aquatic therapy, which number 50 to 100 per MONTH; AHBB is a free, monthly, electronic subscription available online from NSPF
  o PlayCore and NSPF partnered to give “airtime” at WAHC to “Immersion Works”; the booklet created as a result is still in demand
• Inactivity is the world’s biggest health challenge, according to WHO
  o 28% of all Americans TOTALLY inactive (SFIA)
  o USA ranked 47th among fitness of kids among 50 nations (British Journal of Sports Medicine)
  o 75% of US teens unfit for military service (SFIA)
• Swimming is aspirational across all age groups from cradle to grave (SFIA Topline Participation Report)
• “Five” is the magic age (or younger) to create strong swimmers (2015 NSPF-National Marine Manufacturers Association original research through YouGov)
• 95% of leaders in our industry now believe that creating swimmers and preventing drowning is the number one thing we can do to promote and protect our industry (2017 Study by Turco & Associates)
Overarching Principles for SIS Strategies

- Support entities / programs that will have a multiplicative impact
- Concentrate on those programs that bring swimming to underserved populations and disadvantaged children and encourage them to reach young children (pre-school and kindergarten)
- Create a culture of giving within our industry among:
  - Suppliers of the industry and buying groups (donations to SIS)
  - Individual builders / designers / service professionals (identify and support LTS programs in their communities)
  - Distributors / retailers (point of sale donations being explored currently)
- Form a network of organizations whose programs align with our goals to:
  - Expand our knowledge of facilities and their programs
  - Engage with them on the training of staff
  - Enable “matches” with donors / dealers
  - Share success stories (through social media) to instruct and inspire each other and donors

Recommended Strategies for 2019 and Beyond

- Grow donations from $112,000 in 2018 to $150,000 or more in 2019
- Continue to support key partners with funding: AoAF, JCC, NY Parks, SwimToday, SFIA / PHIT, City of Charlotte (apartment complexes with pools)
- Leverage the NY Park System success to another area of the country—Target OH / Cleveland, Cincinnati
- Support fall / winter pilot program of Cincinnati public schools to teach 1st and 2nd graders (joint effort with local YMCA)
- Identify and support one or two new programs that meet our requirements for “multiplicative impact”
- Continue to solicit program and facility information from LTS entities and capture them in a database for easy matching to donor organizations and ongoing engagement
- Create compelling marketing information to garner donations for SIS among key industry players, concentrating first on Lessons from Lylah, and SIS in general.
- Ensure NSPF’s new CRM system (coming online November ‘18) will properly track donations, allow recurring donations, foster two-way communications, etc.
- Integrate SIS website into NSPF.org for ease of capturing donations, contact information, etc. (1Q 2019)
- Determine feasibility of measuring the success of SIS and our partners in creating swimmers through a “Learn to Swim” Index (research underway with Sports Marketing Surveys USA; proposal soon to be available)
- Research possibility of engaging the Pediatric Association in supporting water awareness among parents of young children (watersmartbabies.com, Ohio State University, engage Bode Miller? etc.)
Step Into Swim™ Donations Nearly Double in 2018
National Swimming Pool Foundation Raises Over $112,000 in 2018

Colorado Springs, COLORADO, August 20, 2018 - The National Swimming Pool Foundation® (NSPF®) would like to thank donors to its Step Into Swim™ Campaign whose contributions have furthered the campaign’s mission of creating one million more swimmers. SIS enables underprivileged children across the country to learn the lifesaving skill of swimming.

“How often does one dollar do three great things: prevent drowning, create more swimmers, and increase demand for water-based activity?” asked Thomas Lachocki, Ph. D., CEO of NSPF. “When we open our wallet to fund swim lessons, we open the door to brighter futures.”

Pentair donated $40,000 in late 2017 to help jump-start the 2018 program. Pentair is a global water technology company, delivering smart, sustainable solutions that improve, move and help people enjoy water.

Master Pools Guild (MPG) generously donated $40,000 for the third year in a row. MPG builders are craftsmen, operating with a strong commitment to high quality, customer service, and good business ethics.

The Bill Kent Family Foundation donated $10,000. The Foundation seeks to contribute to building a socially and economically just society that values nature and protects the ecological balance for
future generations; promotes humane health care; and fosters educational programs, art, and culture that enrich communities.

The National Plasterers Council (NPC) contributed $10,000 this year, up from $5,000 in 2017. NPC has been active in the pool industry for decades, focusing on pool surface research and educational programs for pool surface applicators.

Hayward joined the growing list of manufacturers supporting SIS this year, with a donation of $5,000. Hayward offers environmentally responsible, cutting-edge pool and spa equipment for residential and commercial, in-ground, and above-ground pools.

The American Chemistry Council (ACC) donated $5,000, a repeat of their donations in 2016 and 2017. The ACC represents a diverse set of companies that invest tens of millions of dollars to ensure modern day products are safe for both communities and the environment.

SIS also received $1,000 from the Blake Stabler Fund, established in 2018 by William Stabler in memory of his son, Blake, an avid swimmer.

Between the recognized donors, NSPF Instructors, and other individual and organization donations, Step Into Swim raised over $112,000 in 2018. Every dollar donated to Step Into Swim goes directly toward qualified learn to swim programs. To help change the world, one swimmer at a time, and to learn more about Step Into Swim, visit www.stepintoswim.org.

About the National Swimming Pool Foundation®
We believe everything we do helps people live happier and healthier lives. Whether it’s encouraging more aquatic activity, making pools safer, or keeping pools open, we believe we make a difference. Founded in 1965 as a 501(c)(3) non-profit and located in Colorado Springs, Colorado, NSPF proceeds go to fund education, research, and to help create swimmers. For a full listing of the NSPF family of products, programs, and services, visit nspf.org.
Step Into Swim Announces Grant Recipients

National Swimming Pool Foundation Distributes Funds to Worthy Causes

Colorado Springs, COLORADO, August 29, 2018—The National Swimming Pool Foundation® (NSPF®) announces recipients of the 2018 Step Into Swim™ (SIS) Campaign, a 10-year initiative to create one million more swimmers. NSPF is humbled by the generosity of forward thinking organizations and individuals who support SIS, thereby enabling more people to enjoy happier and healthier living through water-based activities.

“Teaching children to swim should be the number one charitable outreach of our industry,” suggests NSPF CEO, Thomas Lachocki, Ph. D. “Not only is swimming a vital life skill that opens the door to a world of activities, but knowing how to swim reduces the likelihood that a child will drown by 88%.” That statistic is even more impressive than that of seatbelts, attributed to reducing toddler fatality by 54% percent, according to the CDC.

The following organizations will benefit from the $112,000 received this year: Angels of America’s Fallen, YMCA of Greater Charlotte, Jewish Community Center Association, New York State Parks, SwimToday (a program of USA Swimming), Cincinnati Public School System, and many individual learn to swim programs selected by Master Pools Guild members and dealers of Pentair and Hayward. All donated funds are directed toward learn to swim programs, with NSPF covering all administrative cost.

“There is nothing more important to the short-term and long-term health of the pool industry than ensuring more people—especially the youngest among us—are comfortable and safe around water,” says Lauren Stack, NSPF, Managing Director – Residential Division. “The fact that donations to SIS are nearly double this year shows that industry leaders are increasingly behind an effort to support learn to swim organizations throughout the country,” adds Stack.
Master Pools Guild (MPG) has contributed $120,000 to SIS over the past three years. Executive Director Dick Covert recognizes that swimming builds demand for the industry, short and long term. For this reason, Covert states, “We want to help NSPF create a culture of giving among builders and service companies, directed toward learn to swim organizations local to them.” Joining MPG in dealer outreach this year are Pentair, Hayward, and the Florida Swimming Pool Association.

Angels of America’s Fallen (AoAF) is a fourth-year SIS recipient that supports children of fallen military and first responders by engaging them in healthy activities throughout their entire childhood. The SIS grant supports their “Lessons from Lylah” program (Lessons), named in honor of a two-year old girl who fell into the family pool and tragically drowned while on AoAF’s wait list. Through Lessons, all children within AoAF—or on their waitlist—may receive swim lessons free of charge. NSPF is the Title Sponsor for AoAF’s 2019 Angel Gala, to be held February 16, 2019, in Colorado Springs, where Lylah’s mother will be the keynote speaker. The American Chemistry Council is supporting the program and NSPF will seek additional donations from the industry for the Gala, 100% of which will provide “lessons” from Lylah.

Another perennial benefactor of SIS funding is the New York State Parks Learn to Swim program. Over six years, the program has expanded from a single location to 28, reaching well over 3,000 children each year. The program, made possible through a partnership with American Red Cross, is heavily backed by Governor Cuomo, the New York Department of Health, the Natural Heritage Trust, the Northeast Spa & Pools Association Foundation, and general industry donations to SIS. “This is a great example of government, non-profits, and industry collaborating and changing thousands of people’s lives for the better,” says NSPF Board Chairman Bruce Dunn. SIS is looking for the next state to step up and follow New York’s successful blueprint.
Two new programs for lower-income populations received SIS grants this year. The YMCA of Greater Charlotte, South Carolina, received $10,000 to augment $140,000 in additional funding to teach swimming and water safety to children living in apartment complexes around the city. Most, if not all, of the pools in such complexes are unguarded and have been the sites of drownings and near drownings in the recent past. A second program is led by Cincinnati Public Schools (CPS), which is partnering with the YMCA of Greater Cincinnati to pilot a program with the eventual goal of giving all first and second graders swimming lessons and water safety instruction. Because 88% of CPS students qualify for free lunches, the Bill Kent Family Foundation is directing their $10,000 donation to fund the pilot effort. Dr. Bill Kent, CEO of Team Horner Group and native of Cincinnati, says “I am most pleased to support this program that reaches some of the most economically disadvantaged among us.”

Every dollar donated to Step Into Swim goes directly toward qualified learn to swim programs. To help change the world, one swimmer at a time, and to learn more about Step Into Swim, visit stepintoswim.org.

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