

annual report:  
**BUILDING**  
on a  
**SOLID FOUNDATION**



SAVING LIVES | BUILDING CHAMPIONS

annual report 2013

# BUILDING on a SOLID FOUNDATION

annual report 2013

## 2013 BY THE NUMBERS

**\$5.7 MILLION**

Gross revenue raised by Club teams hosting a USA Swimming Foundation Swim-a-Thon™

**600,528**

Number of Make a Splash Local Partner swim lesson enrollments

**16,192**

Number of scholarships provided to families as a result of Make a Splash grant funding

**\$494,500**

Total amount of money given to the coaches and athletes of the U.S. National Team



### About the USA Swimming Foundation:

The USA Swimming Foundation serves as the philanthropic arm of USA Swimming. Established in 2004, the Foundation works to strengthen the sport by saving lives and building champions—in the pool and in life. Whether we're equipping our children with the life-saving skill of

learn-to-swim through our Make a Splash initiative, or providing financial support to our heroes on the U.S. National Team, the USA Swimming Foundation aims to provide the wonderful experience of swimming to kids at all levels across the country. To learn more, visit [www.usaswimmingfoundation.org](http://www.usaswimmingfoundation.org).



### About Make a Splash:

The USA Swimming Foundation's Make a Splash initiative is a national child-focused water safety campaign, which aims to provide the opportunity for every child in America to learn to swim. Through Make a Splash, the USA Swimming Foundation partners with learn-to-swim providers and water safety advocates across the country to provide swimming lessons and educate children and their families on the importance of learning to swim.

The USA Swimming Foundation has invested millions of dollars to provide grants to qualified Local Partner learn-to-swim programs, to spread national awareness, and to bring together strategic partners to end drowning. To date, more than 2.5 million children have received the lifesaving gift of swim lessons through the USA Swimming Foundation Make a Splash Local Partner network, comprised of more than 650 qualified lesson providers across the nation. To learn more, visit [www.usaswimmingfoundation.org/makeasplash](http://www.usaswimmingfoundation.org/makeasplash)

**510**

Number of Club teams who participated in a USA Swimming Foundation Swim-a-Thon

**\$309,952**

Amount of grant funding provided to USA Swimming Foundation Make a Splash Local Partners

**51**

Number of USA Swimming Foundation grants awarded to Make a Splash Local Partners

**31**

Number of medals won by USA Swimming at the 2013 World Championships

## Dear Friends,

We are excited to share our 2013 Annual Report with you, with the theme of **"Building on a Solid Foundation."**

This year marks the 10th anniversary of the USA Swimming Foundation. Over the past ten years, the Foundation has grown by leaps and bounds.

The USA Swimming Foundation's Make a Splash initiative has grown to include more than 650 Local Partners across the nation. Since its inception in 2007, more than 2.5 million kids have learned how to swim—and be safer around the water. Of those kids, more than 290,000 have received free or reduced-cost swimming lessons. No child should be deprived of the lifesaving gift of swimming lessons because of their inability to pay! Additionally, the USA Swimming Foundation's Make a Splash initiative continues to raise national awareness of the importance of learning to swim through our annual Make a Splash Tour presented by Phillips 66, and through local and national media.

In addition to saving countless lives, the Foundation has also built a strong base of support for the coaches and athletes of the U.S. National Team. The USA Swimming Foundation was proud to provide more than \$500,000 in 2013, allowing our athletes the resources they need to represent our country in gold medal fashion. This was especially true in 2013, when the 51-member team dominated the World Championships in Barcelona, bringing home 31 medals. This type of success is virtually unheard of in a year following the Olympic Games, but our athletes showed us that their commitment to success has not wavered, and we are in great shape as we look forward to Rio and beyond.

In 2014, the USA Swimming Foundation will come to the end of an aggressive three-year strategic plan—the plan's primary goal was to establish a solid foundation for the future of the USA Swimming Foundation. We are happy to report that we have met, and in most cases exceeded, the bold benchmarks that we put into place back in 2011. By the end of this year, we will work to develop a new strategic plan—outlining goals and objectives that will promise an even brighter future for the USA Swimming Foundation over the next three years.

THANK YOU for your partnership over the past year. YOU are saving lives and building champions—in the pool and in life. YOU have helped us to build our solid foundation, and YOU are moving our sport into the future. We're glad to have you join us as we celebrate the successful year behind us—and the exciting ones ahead.

Sincerely,

Bill Maxson  
Board Chair  
USA Swimming Foundation

Debbie Hesse  
Executive Director  
USA Swimming Foundation

P.S. We thank you for the support you've given to the Foundation over the past year, and ask you to join us in celebrating this very successful year.

### FOUNDATION BOARD OF DIRECTORS

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spotlight on  
national team alumnus

# AMBROSE "ROWDY" GAINES

If you've had the opportunity to hear Rowdy Gaines speak—either in person or as NBC's swimming analyst—you've surely experienced his passion for the sport of swimming. Some people are said to bleed their team colors, but we're pretty sure that Rowdy bleeds chlorine. As one of our sport's most recognizable faces, and as a former National Team athlete, Rowdy knows the importance of supporting our sport from grassroots to gold medals.

As an athlete, between 1978 and 1984, Rowdy set ten world records. He was a favorite for the 1980 Summer Olympics in Moscow, which were subsequently boycotted by the U.S. And in 1984, he won three gold medals at the Olympic Games in Los Angeles, solidifying himself as one of our sport's greatest athletes of all time.

These days, Rowdy announces swim events all over the world, and is renowned for his expertise and passion. He serves as Vice President of Aquatics for the YMCA of Central Florida. He swims nearly every day, and competes as a U.S. Masters swimmer—where, by the way, he's broken his fair share of world records!

As an official USA Swimming Foundation ambassador, Rowdy works with the USA Swimming Foundation to help spread the lifesaving message of learn-to-swim all over the country. He speaks to school kids, to parents, to community leaders—to anyone who will listen about the critical importance of learning to swim. As a Central Floridian, Rowdy has seen firsthand how drowning affects families and communities. His crusade to end

drowning is tireless.

"Swim lessons saves lives. Those four simple words are something that the USA Swimming Foundation has taken to heart and is spreading this message throughout our great nation, now and for the last ten years. I am proud to play a small part as an ambassador for the Foundation in helping to eradicate drowning. It is something that is so avoidable and everyone in our swimming community needs to be an advocate to help educate those that may not know that swimming is a lifelong activity that should be enjoyed but also respected," says Rowdy

As a National Team alumnus, Rowdy uniquely

understands the "building champions" aspect of the Foundation's work, and knows how important it is to support athletes in our sport at all levels. "Swimming is a hard job. Believe me—I've been there. Swimmers aren't getting rich by swimming every day. We have the very top athletes in the world. They're incredible swimmers, but more importantly, they're incredible people. When they get up to swim, they're inspiring kids everywhere—they're inspiring a nation."

Rowdy, there is no fiercer advocate for our sport than you, and we're so lucky to have you on our team!



MATTHEW STOCKMAN / GETTY IMAGES

supporter spotlight on

# TOM HOLMBERG



Tom Holmberg is no stranger to the sport of swimming.

As a teenager in the 1970s, Tom swam for New Trier High School in Winnetka, IL and was a beach lifeguard on Lake Michigan. In college, he swam for William and Mary. And today, Tom swims for the Evanston Catfish, a U.S. Masters Swimming program outside of Chicago, with whom he's competed in several USMS National Championships and FINA World Masters Championships.

Until the summer of 2008, Tom's focus on swimming was almost purely competitive. But then, for Tom, something changed.

While he watched our U.S. Olympic Swim Team capture gold in Beijing, he became aware of a serious problem happening on the shores of Lake Michigan—right in his own backyard. Drowning.

As the Olympic Games came to a close, Tom came across an article in the New York Times. The article talked about our nation's

"swimming problem," and reported on the tragic drowning rates in our country, particularly among children. The article profiled the USA Swimming Foundation, and asked donors to step forward and help provide swimming lessons for kids. So Tom did exactly that.

"Because Chicago is on Lake Michigan, thousands of kids swim there each summer. And unfortunately, each summer, some kids drown because they don't know how to swim. I was inspired by the USA Swimming Foundation's mission to prevent drowning through swim lessons, and thought it was important that the Foundation's Make a Splash initiative had an impact in Chicago," Tom recalls.

Through Tom's initial gift, grants were made to five organizations—the very first Chicago-area Make a Splash Local Partner programs: Southside YMCA, Wabash YMCA, Evanston YWCA, Coach Eve Learn to Swim, and Lindblom Math & Science Academy.

Every year since 2008, Tom has provided

financial support to the USA Swimming Foundation to continue his support of its mission.

"Since 2008, I have been an enthusiastic supporter of the USA Swimming Foundation's efforts to teach kids to swim and prevent drowning," Tom says. "I am happy to know that kids are learning to swim that might not otherwise have had the opportunity. I truly believe that each year we are saving lives."

In addition to supporting the USA Swimming Foundation as a trustee, Tom has become focused on reviving the swimming pool and developing a learn-to-swim program at General Wood Boys & Girls Club in the Little Village neighborhood of Chicago.

"I have really benefitted from being a swimmer my whole life, so it's important for me to give back," says Tom. "I've discovered, that by supporting the USA Swimming Foundation, one person CAN make a difference."



# DONOR HONOR ROLL

*The USA Swimming Foundation* would like to thank the many generous donors who make our work possible.

*Due to space limitations, we have included only those gifts totaling \$100 or more and received January 1, 2013*

*- December 31, 2013.*

*The USA Swimming Foundation is a tax-exempt organization under section 501 (c)(3) of the Internal Revenue Code*

*Federal Tax I.D. 72-1581977*

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make a splash affiliate  
partner spotlight on

The  
**JOSHUA**  
**COLLINGSWORTH**  
Memorial Foundation

Blake and Kathy Collingsworth never wanted to be the people reminding others that “it can happen to you.” That in a matter of seconds, your child can slip out of your sight, and be gone. “Everybody thinks they know, but they’ve got to remind themselves over and over,” Blake Collingsworth says, “It’s amazing, with kids, how fast it can happen.”

The Collingsworths’ two-and-a-half year old son, Joshua, wandered outside one evening in 2008 during a family gathering. His family barely had time to realize he had slipped away when they found him floating in the backyard pool.

Joshua was not breathing. He was rushed to the hospital, and three days later, Joshua Collingsworth died.

Faced with insurmountable grief, Blake and Kathy became determined to harness their pain to help others. They founded the Joshua Collingsworth Memorial Foundation (JCMF) in memory of their beloved son, in an effort to prevent other families from experiencing a tragic drowning loss. The JCMF educates children and adults worldwide about water safety through drowning prevention campaigns and early childhood water safety training.

To promote their mission to teach children about water safety in and out of the water, they developed a children’s story book series titled



“Josh the Baby Otter.” Since its inception, “Josh the Baby Otter” has reached tens of thousands of young children from coast-to-coast and around the world with the simple and fun message of “never go near water without an adult.”

In 2012, The Joshua Collingsworth Memorial Foundation joined forces with the USA Swimming Foundation as part of its Affiliate Coalition. The Coalition is a group of aquatic industry leaders and community organizations that all share one common goal: promoting the importance of learn to swim and water safety.

As an Affiliate, the JCMF provides more than

100 “Josh the Baby Otter” storybooks to the Foundation annually, for use at water safety events, and for distribution to our network of Make a Splash Local Partners. The USA Swimming Foundation helps to broaden the reach of Josh’s message, and in turn, our Make a Splash Local Partners receive the fun and effective materials that JCMF creates.

We are excited to partner with organizations like the Joshua Collingsworth Memorial Foundation—thank you for being a part of the movement to create a nation where every family knows and understands the importance of water safety!

spotlight on  
community organization



**YMCA**  
OF  
**GREATER  
HOUSTON**

The YMCA of Greater Houston has been a USA Swimming Foundation Make a Splash Local Partner since 2008. They have received nearly \$400,000 in grant funding from the USA Swimming Foundation over the past 7 years to support their groundbreaking “Water Wise” program, which taught more than 2,200 children to learn to swim last summer.

In addition to what the YMCA of Greater Houston has achieved in the pool, they have achieved equally important feats out of the water, becoming a model program for communities across the country.

For starters, the Y makes sure their community knows the importance of water

safety through their annual awareness campaign, which consists of bilingual billboards that display the message, “Always watch your children around water.”

But their community outreach doesn’t stop there. The YMCA of Greater Houston has made headlines for their groundbreaking partnership with the Houston Apartment Association and Toyota. Each summer, YMCA staff uses their fleet of Toyota vehicles, which are wrapped in learn-to-swim messaging, to visit apartment complexes throughout Houston. At each complex, the YMCA provides swim lessons and water safety instruction to kids who don’t have access to reliable transportation. Nearly all

participants are economically disadvantaged—statistically, the profile of kids most likely to be at risk for accidental drowning.

“Educating families about water safety is important to our organization and our community,” said Clark Baker, YMCA of Greater Houston President and CEO. “It is the only way to prevent future drowning deaths and keep our children safe in the water.”

The USA Swimming Foundation is proud to partner with the YMCA of Greater Houston to reach thousands of children who otherwise wouldn’t have the opportunity to learn to swim.

make a splash local  
partner spotlight on

## The City of HIALEAH PARKS and RECREATION Department, Hialeah, FL

Ana Maria has autism. Like many children on the autism spectrum, Ana Maria was incredibly afraid of the water when she arrived at The City of Hialeah Parks & Recreation Department for swim lessons last summer.

Today, Ana Maria has conquered her fear and knows how to swim—she has even mastered all four competitive strokes, and can swim 1,000 yards per class! The skills she has learned in the pool have transferred to other areas of her life, allowing her to grow confidence as she becomes a young adult.

Ana Maria is able to swim today because The City of Hialeah has an adaptive swim lessons program, a unique program that understands the special needs of kids like Ana Maria, and helps them learn to swim in a safe and respectful environment. With a grant of \$10,000 from the USA Swimming Foundation, The City of Hialeah was able to instruct 351 children in their learn-to-swim program last summer. These kids, who wouldn't otherwise have been able to pay for lessons, are now safer around the water, and have the skills to succeed in and out of the pool.

The USA Swimming Foundation is proud to provide financial support to The City of Hialeah again in 2014, allowing them to continue making an impact for the kids in their community, and ensuring that EVERY child has the opportunity to learn to swim.



The USA Swimming Foundation is proud to recognize its Make a Splash Local Partners who received grants during 2013. Thank you for making our world a safer place.



### 2013 GRANT RECIPIENTS

5 Cities Swim School, CA  
Alexander Family YMCA, NC  
Asphalt Green, NY  
Boys and Girls Club of Paterson and Passaic, NJ  
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YMCA of Capital Area, LA  
YMCA of Greater Houston, TX  
YWCA of Evanston/North Shore, IL

*national team member  
spotlight on:*

# RICKY BERENS

*Olympic gold medalist and  
world-record holder*

One of the most recognizable athletes in our sport, Ricky Berens has been a fixture on the U.S. National Team for more than five years. His illustrious career has made him an NCAA Champion, American-record holder, world champion, world-record holder and a two-time Olympic champion. But above all, Ricky is known for his down-to-earth personality, southern charm and his willingness to always give back to the sport that has given him so much.

In 2013, the swimming world cheered as Ricky finally accomplished one of his swimming dreams - to become an individual American record holder. At the 2013 American Short Course Championships in Austin, Texas, Ricky clocked an impressive 1:31.31 in the 200y freestyle which kicked off an incredible year both in and out of the pool.

In what would be his final year of international competition as part of the U.S. National Team, at the 2013 FINA World Championships in Barcelona, Ricky won gold along with Ryan Lochte, Conor Dwyer and Charlie Houchin as part of the 4x200m freestyle relay. After an incredibly successful career spanning two Olympic Games and three World Championships, Ricky retired from the sport in the fall of 2013 and turned his focus to working at the T-Association at the University of Texas, and to supporting the USA Swimming Foundation.

“For our sport to have a Foundation like the USA Swimming Foundation means so much to not only Olympic-level athletes, but also to



every kid growing up in the sport of swimming. Supporting a cause that has been such a huge part of my life is incredible and I hope, with continued support, we can inspire the next generation of Olympic athletes,” says Ricky.

As the spokesperson for our inaugural 2013 USA Swimming Foundation Swim-a-Thon™ Contest, Ricky inspired record support for the program by encouraging age-group swimmers to get excited about their team’s Swim-a-Thon. In addition to his role as Swim-a-Thon spokesperson, he assisted the Foundation as a panel member of the USA Swimming Foundation’s “Swimming for Gold” event for age-group swimmers, and as a featured athlete at our inaugural Fantasy Camp.

The USA Swimming Foundation is honored to have Ricky Berens support our Foundation and the sport of swimming. We congratulate him on an amazing career in the pool and look forward to seeing all that he accomplishes as a champion in life!



*USA Swimming  
Foundation Sponsor  
official spotlight:*

# ARENA NORTH AMERICA

Arena is more than a corporate sponsor—they are a true ambassador for the sport of swimming at every single level.

In 2013, Arena joined forces with SwimOutlet.com to benefit the USA Swimming Foundation and its network of Make a Splash Local Partners by providing low-cost swimwear and equipment to kids across the country. The goal? To make affordable products available to all children, and to encourage more kids to enter our sport.

At the USA Swimming Foundation’s inaugural Fantasy Camp, campers visited the Olympic Training Center in Colorado Springs, CO for the once-in-a-lifetime opportunity to live, eat and train like a member of the U.S. National Swim Team. And of course, no VIP experience would be complete without the opportunity to race in one of the top technical swimming suits in the world, which were generously provided by Arena.

What’s more? Arena has helped to share the message of the USA Swimming Foundation, and raised critical funds to support our mission, by auctioning off signed apparel at Grand Prix meets, and providing apparel for use at silent auctions and other events.

“As a company committed in both philosophy and action to the growth and development of the sport of swimming, we are extremely excited about our partnership with the USA



Swimming Foundation. Arena is a company that is committed exclusively to aquatic sports, and as such, we embrace the opportunity to aid the USA Swimming Foundation in its admirable mission to save lives and build champions through our great sport,” says Jamie Fabos, Manager of Marketing, Communications, and Events – ARENA USA.

The USA Swimming Foundation couldn’t be more honored to partner with a company whose swimwear truly supports our sport from grassroots to gold medals—from Make a Splash participants to elite swimmers at the very top levels of competition.

Thank you, Arena—for all you do to do save lives and build champions!

spotlight on board member & national team alumna

# SUMMER SANDERS

Summer Sanders has been a champion in almost every aspect of her life—and she owes it all to swimming.

By age four, Summer was an age group swimmer for the Sugar Bears in Roseville, CA. At 15, she narrowly missed earning a spot on the 1988 U.S. Olympic Team when she placed third at U.S. Olympic Team Trials. By 1992, Summer was an eight-time NCAA National Champion, and a four-time Olympic medalist.

But Summer didn't stop there. Even after her competitive career ended, she continued to be a part of the sport that had shaped her from childhood. She has commentated for numerous NCAA Swimming Championships and Olympic Games, and continues to stay involved as a board member of the USA Swimming Foundation.

"I owe so much to my family, my coaches, teammates, and, of course, the sport of swimming for helping me become the person I am today. It is a true privilege and honor for me to give back and make a positive difference by supporting the USA Swimming Foundation's mission of teaching every child in America to swim, and supporting athletes and coaches on the U.S. National Team. I cannot think of a better way to say "thank you" to the sport that has always been there for me," says Summer.

**"I AM THE PERSON I AM TODAY BECAUSE OF SWIMMING," SAYS SUMMER SANDERS.**



As a mother of two young children, and as an Olympic champion, Summer truly embodies the Foundation's mission to save lives and build champions—and understands how these two goals are inherently interrelated. "For as little as \$75, the average cost of a swimming lesson, we are teaching kids to swim and saving lives—and who knows? Maybe we're providing our next Olympic champion with the skills they need to begin their swimming journey," she says.



usa swimming coach spotlight on:

# DAVID MARSH



Father, husband, CEO, Olympic coach, National Team coach, age-group coach, National Team Alumni member and proud Auburn Tiger. There are many words to describe Coach David Marsh but simply stated, Coach Marsh is a passionate believer in the power of our sport and for developing great people.

As one of the top coaches in the country, Coach David Marsh has plenty of experience developing some of the best swimmers in the world. As a three-time Olympic coach, nine-time NCAA National Coach of the Year and a U.S. National Team coach multiple times, Coach Marsh has solidified himself as the best of the best. After 17 incredibly successful years as the Head Swimming Coach of Auburn University, in 2007 Coach Marsh took over the role as CEO and Director of Coaching at SwimMAC Carolina with a vision of developing swimmers from grassroots to gold medals.

In 2012, SwimMAC placed five swimmers on the U.S. Olympic Swim Team. Continuing on that excellence in 2013, SwimMAC placed three swimmers on the U.S. World Championship Swim Team and three on the USA Swimming Duel in the Pool Team, solidifying SwimMAC and its Team Elite program as one of the top club programs in the country. His age-group swimmers are also making their mark on the sport, breaking national records and winning championships. At SwimMAC, not only is Coach Marsh developing great swimmers, but he is also

instilling in his swimmers the values of being a champion in the pool and in life.

Remaining true to his passion for supporting our sport at all levels, Coach Marsh is also giving back through his support of the USA Swimming Foundation. Along with his wife Kristin, Marsh was a member of the USA Swimming Foundation's Champions Club in 2013. "We support the Foundation because of the range of its activities, and the vision of the people involved. The staff of the USA Swimming Foundation creatively reaches out to a variety of communities, and touches the lives of thousands across our sport—from learn-to-swim all the way through the highest levels of the sport of swimming. This is the direction we need to be growing in our sport," says Coach Marsh.

In 2013, Coach Marsh was the featured National Team coach for the USA Swimming Foundation's "Swimming for Gold Expert Panel" at the 2013 World Championship Trials and he led our inaugural Fantasy Camp as the Head Coach. Coach Marsh will return in 2014 to lead our Fantasy Camp for age group swimmers, keeping true to his commitment to help build our sport from grassroots to gold medals.

One of the most influential and respected coaches in the country, the USA Swimming Foundation is honored to partner with Coach David Marsh and to share our common vision of building a solid foundation for our sport and developing champions—in the pool and in life.





spotlight on a club team

# ROSE BOWL AQUATICS



Ice cream parties, free t-shirts, swim caps and goggles, live music, food, fun and more—Rose Bowl Aquatics knows how to host a Swim-a-Thon™!

In 2013, nearly 29,000 USA Swimming Club swimmers across the country raised more than \$5.7 million for their teams through the USA Swimming Foundation's Swim-a-Thon program. Leading the way for Swim-a-Thon fundraising was Rose Bowl Aquatics in Pasadena, CA who broke the all-time fundraising club record by raising more than \$118,000 as a result of their May 17, 2013 Swim-a-Thon.

Rose Bowl Aquatics, a USA Swimming Gold Medal Club, is a world-class team of more than 400 competitive swimmers. Through a combination of team work, community support, sponsorships, and most importantly, a fun and competitive environment for their swimmers, coaches, parents and volunteers of Rose Bowl Aquatics, come together every spring to raise money for their team and for the USA

Swimming Foundation. In the last three years, the team's efforts have led them to the top of the Swim-a-Thon fundraising leaderboard as the number one team in the country.

"Rose Bowl Aquatics is very proud of its team effort to achieve the highest Swim-a-Thon fundraising totals for three years running," said Rose Bowl Head Coach, Jeff Julian. "This success exemplifies our philosophy that, in order for good things to happen, swimmers, parents and coaches must work together as a team. Each year, Swim-a-Thon is a celebration of what we can accomplish together—all in support of our swimmers and moving the program to new heights. In addition, we are very proud to be able to support the USA Swimming Foundation in the process by utilizing the "Swim-a-Thon" title and doing our part to support the efforts of the

Foundation that include crucial initiatives like Make a Splash."

Rose Bowl Aquatics truly exemplifies what it means to be a team, and are leading the way for clubs around the country to learn the power of volunteerism and philanthropy. They also showcase how to make Swim-a-Thon fun through raffles, contests, special guests and more. Swim-a-Thon is a win-win for everyone at Rose Bowl Aquatics and for all Clubs throughout the country—teams earn money to help their team grow and to support their swimming families, while giving back to the greater swimming community to help those who need it most. In 2013, Rose Bowl Aquatics donated \$6,000 to the USA Swimming Foundation from money raised through their Swim-a-Thon.

Congratulations to Rose Bowl Aquatics, on a very successful year!

# BUILDING on a SOLID FOUNDATION

annual report 2013

## 2013 SWIM-A- THON RESULTS

**\$5.7 MILLION**

raised by USA Swimming Club Teams

**\$328,000**

amount donated from Club teams to the USA Swimming Foundation

**KATY AQUATICS**

2013 Swim-a-Thon Contest Winner



**USA Swimming Foundation Swim-a-Thon™ :**  
Swim-a-Thon is a fun and easy way to raise money for your swim team!

Since 1998, Swim-a-Thons have generated more than \$53 million for swim clubs and swim programs across the country.

Participants earn money by swimming lengths of the swimming pool. Swimmers get pledges from family, neighbors or businesses to support their efforts.

Participating teams pay a nominal fee to the USA Swimming Foundation of 5% of the gross revenue from their event. That money helps the Foundation provide support to participating clubs—from partnering with technology providers to help clubs raise more, to incentivizing participation among swimmers with cool prizes. The fee also supports the USA Swimming Foundation's mission to save lives and build champions—in the pool and in life. Learn more at [www.usaswimmingfoundation.org/swimathon](http://www.usaswimmingfoundation.org/swimathon).

2013 was a record-breaking year for the USA Swimming Foundation Swim-a-Thon program with records broken across all categories. Congratulations to all of the USA Swimming Club teams who participated!



**510**

USA Swimming Club teams participated

**\$118,000**

amount raised by top fundraising team (Rosebowl Aquatics) in 2013

# FINANCIAL INFORMATION

## STATEMENT OF ACTIVITIES (for the fiscal year ended December 31, 2013)

### REVENUE

Individual Donations	\$873,955
Corporate and Foundation Grants	\$360,000
USA Swimming Fundraising Support <sup>(1)</sup>	\$884,820
Special Events	\$252,152
Swim-A-Thon™	\$328,187
Investment Return	\$1,006,429
Other Income	\$37,400
<b>Total Support and Revenue</b>	<b>\$3,742,943</b>

### EXPENSES

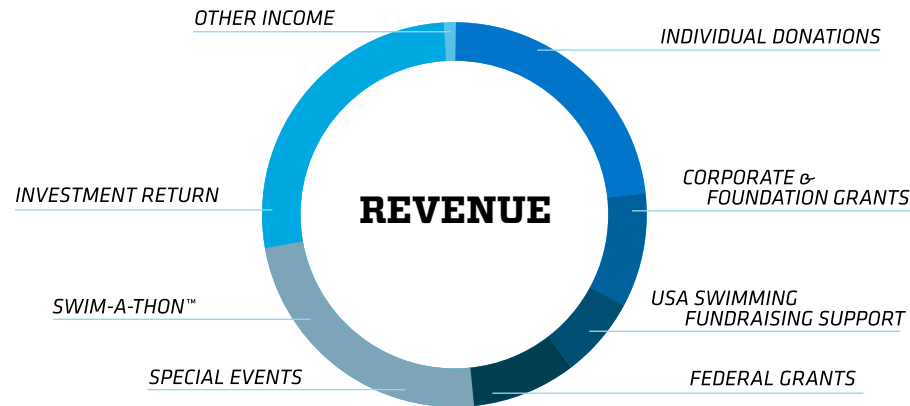
Program Services	\$1,586,141
Fundraising	\$574,804
Management and General	\$279,132
<b>Total Expenses</b>	<b>\$2,440,077</b>

### TOTAL CHANGE IN NET ASSETS \$1,302,866

Net Assets Beginning of the Year	\$16,009,868
Net Assets End of Year	\$17,312,734

(1) USA Swimming Support:

Fundraising	\$500,000
Make-A-Splash	\$124,615
National Team Competition Endowment	\$260,205
<b>Total</b>	<b>\$884,820</b>



## STATEMENT OF FINANCIAL POSITION (for the fiscal year ended December 31, 2013)

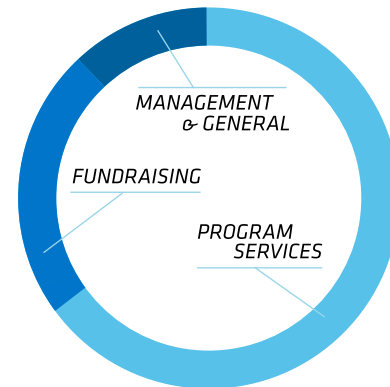
### ASSETS

Cash	\$1,666,367
Endowment Investments	\$9,946,781
Pledges (net)	\$5,606,089
Receivables	\$73,242
Prepaid Expenses	\$6,294
Property and Equipment (net)	\$2,228
Other assets	\$120,000
<b>Total Assets</b>	<b>\$17,421,001</b>

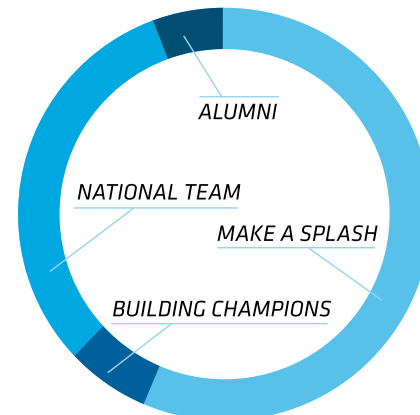
### LIABILITIES AND NET ASSETS

Accounts Payable	\$80,897
Accrued Expenses	\$26,370
Deferred Revenue	\$1,000
<b>Net Assets</b>	<b>\$17,312,734</b>
<b>Total Liabilities and Net Assets</b>	<b>\$17,421,001</b>

### EXPENSES



### PROGRAM SERVICES



SAVING LIVES | BUILDING CHAMPIONS

THANKS  
to our  
**OFFICIAL SPONSORS**

The USA Swimming Foundation would like to thank its official sponsors.

Thank you for your partnership.



SAVING LIVES | BUILDING CHAMPIONS



SAVING LIVES | BUILDING CHAMPIONS

**MISSION STATEMENT**

*The USA Swimming Foundation raises funds to support programs that save lives and build champions - in the pool and in life.*

USA Swimming Foundation  
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Colorado Springs, CO 80909  
719.866.3235

[usaswimmingfoundation.org](http://usaswimmingfoundation.org)

