

2023

# STARTER SPORT

THE COUNTDOWN TO PARIS





# STATE OF THE SPORT

## COUNTDOWN TO PARIS • SEPTEMBER 2023

### Dear Valued Members of USA Swimming,

We just concluded an extraordinary Annual Business Meeting in Colorado Springs, where over one hundred of our sport's volunteer leaders met with USA Swimming staff and the Boards of Directors from USA Swimming and the USA Swimming Foundation to discuss the business of our sport.

It seems implausible that we already face the lead up to another Olympic Games, but indeed we are nearing the apex of an unprecedented three-year cycle instead of a normal four year "quad." I continue to be impressed by the resilience, flexibility and determination of the nearly 400,000 members of USA Swimming. As we close the membership year and start the countdown

to Paris, we have a tremendous amount to celebrate and even more to look forward to.

As the custodians of two separate 501(c)(3) non-profit organizations – USA Swimming and the USA Swimming Foundation – we have enormous financial responsibility to our members, donors, sponsors, and fans.

What you see in the below charts is the continued delicate balance of financial forecasting through the course of an Olympic cycle and the uniqueness of us currently operating under the three-year quad ending in 2024 after executing a challenging five-year quad ending in 2021. This abbreviated three-year cycle includes the same financial and operational goals and requirements for our membership, but in a

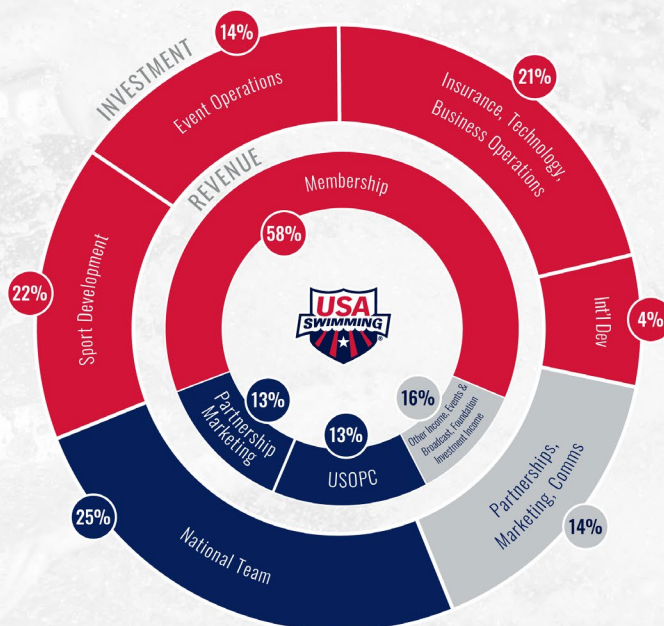
condensed period. From grassroots Sport Development to the heights of the National Team, and from behind-the-scenes risk management to outward facing member services, our financial framework remains consistent: maximize revenues and strategically invest those funds with maximum impact to our membership according to our four Organizational Ends:

- 1.1 Competitive success at the international level
- 1.2 Resources to support athletes, coaches and clubs
- 1.3 Public engagement with swimming
- 1.4 Recognition as best-in-class NGB

You can find the revenue and investment figures to support our Ends in the charts below.



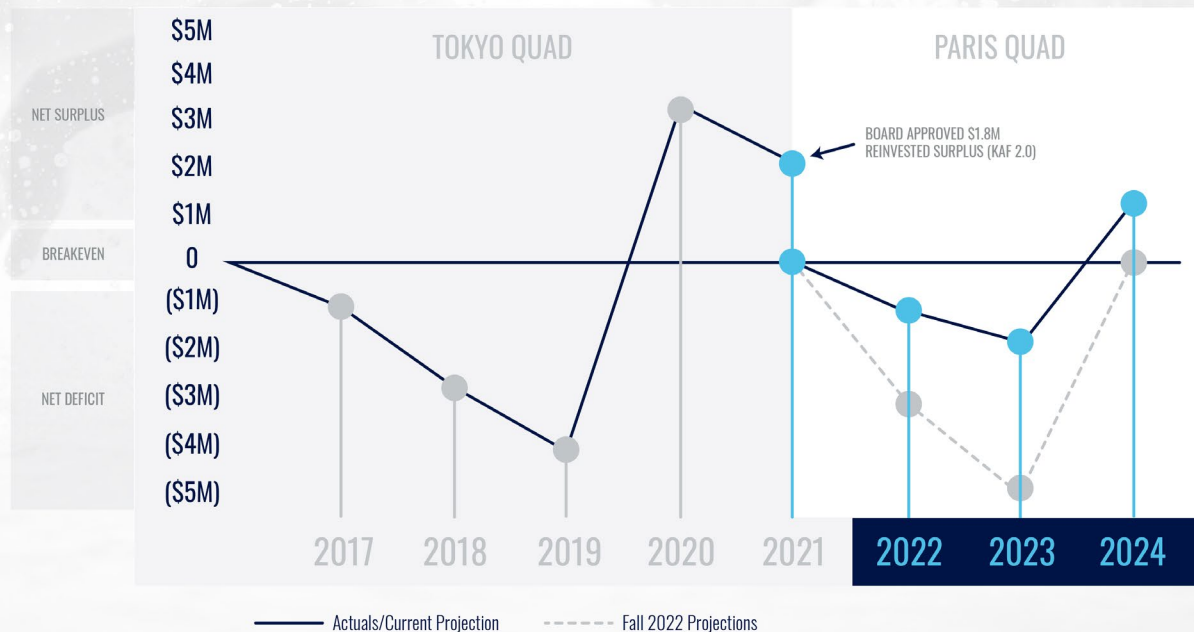
## REVENUE & INVESTMENT BREAKOUT: 2022-2024







## RESULTS & FORECAST: 2017-2024



As previously reported, we finished the 2021 quad with a \$1.8 million operational surplus as we prudently navigated through the uncertain times of the Tokyo quad. In addition to approving our operating budget for the 2024 quad, the USA Swimming Board of Directors approved utilization of the \$1.8 million prior quad surplus to fund the Keeping Athletes First (KAF) 2.0 initiative earlier this year.

The investment in KAF 2.0 has allowed us to begin development of a Legacy Level Certification for coaches and to develop a National Officials Certification curriculum. The Legacy Coach Project offers a USA Swimming University Master Class from our most successful coaches who will share not only their greatest technical learnings, but also the skills they have acquired to be effective with their athletes and as leaders. The inaugural class of Legacy Coaches is set to be revealed early in 2024. The new National Officials Certification is being built by diverse stakeholders including our very talented veteran USA Swimming officials. The aim of this educa-

tion project is to grow our officiating base at the grassroots level through a transparent and accessible pathway for education and certification nationwide.

And while we are excited about new opportunities presented by KAF 2.0, we continue to cultivate the existing KAF 1.0 initiative with a comprehensive focus on athlete safety through an enterprise-wide Digital Transformation, enhanced Coach Education platform and most importantly, our NGB-leading Safe Sport Program. One membership year into SWIMS 3.0, we continue to improve our technology through your feedback with changes to Online Member Registration, Online Meet Entry, Coach Education Learning Management System, and numerous critical data security and technology projects. The team turns its attention now to finalization of the Officials' Tracking System, expansion of automated marketing capabilities, continued improvements to existing architecture, and enhanced interactive dashboard reporting that will allow all members to benchmark performance.

The common thread through KAF 1.0 and 2.0, and frankly all work we do here at USA Swimming, is our acute focus on athlete safety: our "true north." USA Swimming's Safe Sport team continues its diligent work to provide our members a healthy and positive environment free from any form of abuse. In April, we hosted approximately 150 athletes, coaches, LSC leaders, and even other NGBs at the 2023 Safe Sport Leadership Conference in a demonstration of the powerful influence we have among the abuse prevention community within the Olympic movement.

USA Swimming clubs continue to initiate the process of becoming Safe Sport Recognized. To date, there are 503 Safe Sport Recognized clubs and 994 clubs have started the application process, bringing the total of all member clubs engaged with the program to 53.77%. I congratulate these clubs and invite all other clubs to join in this most important initiative.

USA Swimming clubs hosted 5,500 USA Swimming sanctioned meets through-



out the country in the past year enabling nearly 260,000 athletes to compete. We know our community must create more and new types of competitions to provide opportunities for all athletes to achieve. Stay tuned as we collaborate with our Board of Directors and many of our top clubs to deliver new programs!

This year's Phillips66 National Championships in Indianapolis served as a trials meet to qualify athletes for the World Aquatics Championships, World Aquatics Junior Championships, LEN U23 Championships, and Pan American Games. This year's National Championships boasted 77 top-10 world times and 27 top-3 world times for the year, and an impressive 35% of season best times across all athletes. Later in the summer in Irvine, the TYR Pro Championships saw a return to the podium for a few Tokyo Olympians, and the Speedo Junior Nationals welcomed more than 1,000 swimmers who set 14 National Age Group records and made 211 Olympic Trials cuts.

Perhaps our Countdown to Paris theme rings most true for the National Team division, which is charged with pursuit of excellence on the international stage. By the end of 2023, the USA Swimming National Team and National Junior team will have sent 140 athletes to international competitions. The Americans competing in the World Aquatics Championships in Fukuoka, Japan won

seven gold and 38 total medals, 32 of which came in Olympic events. Of note, due to all seven relays earning podium spots in Fukuoka, the U.S. team has qualified all relays for the Paris Olympics. And USA Swimming can boast the very first Team USA athlete to qualify for the Paris Olympics, as Katie Grimes' bronze medal in the 10k open water race punched her ticket to the Games.

The future is bright for our sport, as National Junior Team athletes won the team trophy at the World Aquatics Junior Championships in Netanya, Israel, boasting 33 medals (15 gold), one World Junior record, four Championship records, and four athletes who swam their way on to the National Team. And in a bonus international opportunity, 14 athletes competed in the European Aquatics (LEN) U23 Championships in Dublin, Ireland, where the team made 22 podium appearances and two athletes earned spots on the National Team.

This fall, we will send a team to Santiago, Chile for the Pan American Games with a roster that includes five 2020 Olympians. The Countdown to Paris continues with a "bonus" World Aquatics Championships in Doha, Qatar in February where many countries will be vying for Paris relay bids. However, as mentioned above, our American squad has already qualified all relays, so this World Championships has much lower stakes for us and we can continue to

focus on the 2024 U.S. Olympic Team Trials - Swimming and Olympic Games.

Speaking of the 2024 Olympic Trials, USA Swimming staff and hundreds of volunteers continue planning with passion for what should be history's largest ever swim meet. We will take over Lucas Oil Stadium in Indianapolis from June 15-23 where 1,400 athletes and nearly 500 coaches will participate in the lone American qualifying event for the Paris 2024 Olympic Games. With a large venue and a community built around swimming, Indianapolis is planning for numerous fan engagement experiences inside and outside of the stadium. We are crafting athlete and coach amenities to ensure complete focus and comfort. Dozens of hotels and restaurants within walking distance of the stadium offer lighter logistics for family members. USA Swimming Live on Georgia Street and the Toyota AquaZone will provide free entertainment and activity between meet sessions. And for the first time, clubs traveling to Trials to watch the meet can take advantage of group ticket prices, local pool time to maintain their training, housing in local university dormitories, and many non-Trials competition opportunities. Indianapolis boasts the distinction of being within an eight-hour drive of 25% of our membership, which we believe means additional accessibility for more members. We are blessed to be joined in planning





this event by OneAmerica CEO Scott Davison and EVP Karin Sarratt, the co-chairs of the Local Organizing Committee.

We will benefit from millions of fans watching the Olympic Trials on NBC next summer, but it is also our goal to find ways to promote and celebrate our sport on multiple platforms all year long. In April 2023, we launched the USA Swimming Network, the first free NGB-supported video-on-demand destination for athlete lifestyle content, event highlights, and training and nutrition video content. The USA Swimming Network is now available on all connected tv devices (Roku, AppleTV, Firestick, GooglePlay, Xbox) and will soon also be populated with decades of archived race footage and exclusive content from “Swimfluencers.” The USA Swimming Network will complement the work we are already doing on our social, digital and traditional media platforms, and gives us another valuable avenue on which to build our fan base.

So much of what we are able to do as an organization is based on the support we receive not just from our members and fans, but from our sponsors. This year we welcomed TYR as the official National Team Outfitter, and we signed new partners in OneAmerica Financial Partners, IOA, Sisense, SwimWays, and Swimming

World. Of note, OneAmerica is one of the largest sponsors in USA Swimming history and their support extends also to our mission to welcome more diversity to swimming; One America is a major contributor to the USA Swimming Foundation’s grant funding for historically black colleges and universities (HBCUs).

The USA Swimming Foundation’s tagline of Saving Lives, Building Champions, and Impacting Communities was updated to be more inclusive of the community engagement activities and inclusive nature of the mission. The Foundation focuses on bringing equitable access to communities nationwide with a goal of drastically impacting the drowning statistics that still haunt our country.

Swim lessons reduce the risk of drowning by 88%, and we aim to contribute to the lessons given to those most in need. The USA Swimming Foundation Learn to Swim grants are distributed to lesson providers nationwide who support youth and adult learn to swim programming. In 2023, the Foundation awarded over \$800,000 to 125 providers across 33 states, which will impact over 16,000 individuals and families by providing free or reduced cost lessons.

USA Swimming and the USA Swimming Foundation introduced the Community

Impact Grant program during the COVID-19 pandemic with the goal to increase competitive opportunities by funding USA Swimming clubs to create programs in new communities. Through these grants, we hope to grow the pipeline of champion athletes and to create more opportunities to broaden community access to swimming. In 2023, the USA Swimming Foundation provided grant funding for 33 clubs, including clubs led by women or multicultural coaches, clubs partnering with HBCUs, and clubs creating programming within a community that has an existing pool but limited or no competitive programming.

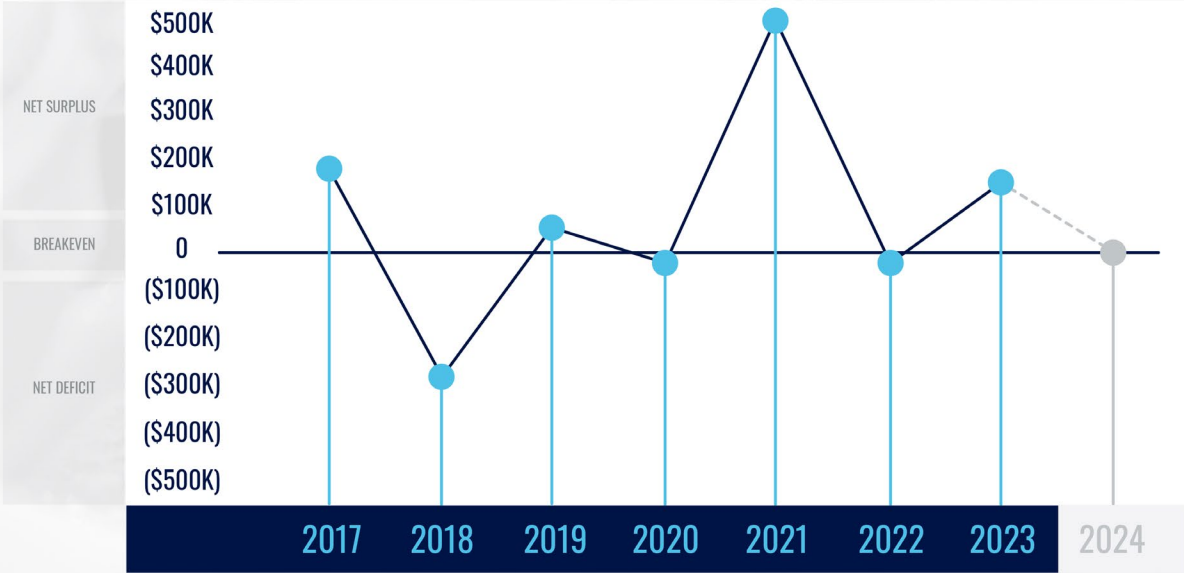
In May, the USA Swimming Foundation hosted the Make-A-Splash Tour presented by Phillips 66 featuring stops in Houston, TX, Lake Charles, LA, and St. Louis, MO. USA Swimming Foundation and its Olympic Ambassadors Rowdy Gaines, Elizabeth Beisel, Cullen Jones, Nathan Adrian and Chase Kalisz raised national awareness and spread the life-saving message of learning to swim.

You can find the revenue and investment figures to support the Foundation mission in the charts on the next page.

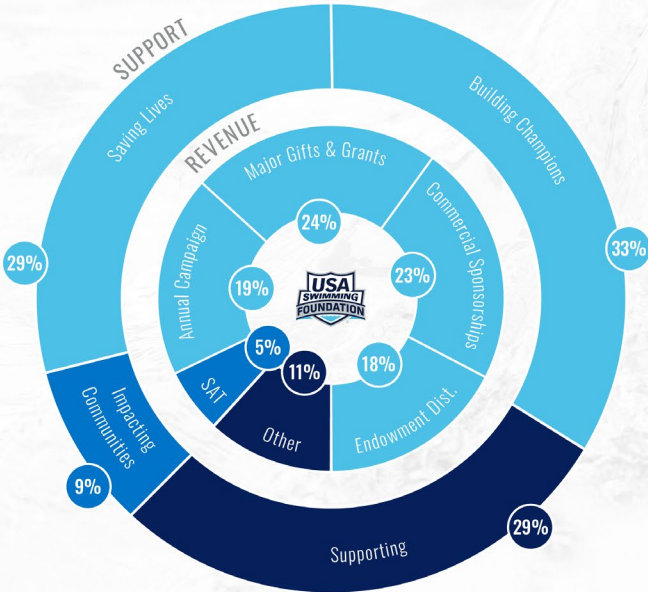
[To learn more about the USA Swimming Foundation, click here.](#)



# RESULTS & FORECAST 2017-2024



# REVENUE & SUPPORT BREAKOUT 2022-2024







On June 23, the U.S. Olympic & Paralympic Committee's Certification Review Group recommended that USA Swimming be granted a certification status of Renewal in Good Standing for a four-year certification term ending in 2027. The CRG reviewed five core areas for certification: Governance and Compliance, Financial Standards and Reporting Practices, Athlete Protections and Rights, Sport Performance, and Operational Performance. The CRG members agreed that USA Swimming is

presently meeting the requirements and expectations for a national governing body and did not identify any operational concerns or cultural issues that would prevent the organization's continued certification. This audit and certification process is a complex and layered one, and we should be proud of the work done throughout the organization to ensure our NGB is operating at the highest levels of compliance and stewardship.

Together with the staff of USA Swimming and the Board of Directors, I would like to express my sincere appreciation to the 2700+ clubs, 30,000+ coaches, 15,000+ officials, countless volunteers, and over 350,000 athletes we all have pledged to serve. We are stronger because of our unwavering dedication to the safety and development of America's youth who have chosen swimming as their sport of choice. This is our Countdown to Paris, and it continues here in Colorado Springs and in every swimming pool and across America.



Thank you and Go USA!



**Tim Hinchey III**  
USA Swimming President & CEO