

STEP INTO SWIM

Water Safety Education Program
to Create More Swimmers

2023



CHAMPIONS BOARD

The Step Into Swim Champions Board is a distinguished group of athletes, industry professionals and philanthropists who are committed to creating more swimmers, promoting safety in the water and preventing drownings. The Champions Board is the philanthropic arm of the Pool & Hot Tub Alliance (PHTA) and is responsible for raising awareness and funds to make a difference across the country.

Board Members



Cammile Adams
Two-time Olympian
Owner
SafeSplash Swim School



Deep Master
Tax Supervisor
SC&H Group



Jeff Commings
Co-founder
Dolphins of the Desert Swim Academy



Melissa Mishoe
Philanthropist



Troy Franzen
President
Fluidra



Lia Neal
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Rich Garbee
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GLI Pool Products



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President & CEO
Bluewater Pool



Michael Ledecky
MBA Candidate
Harvard University



Jillian Wilkins
Owner
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Pool & Hot Tub Alliance Liaisons



Sabeena Hickman, CAE
President & CEO
Pool & Hot Tub Alliance
PHTA Staff Liaison



Rob Butcher
President & CEO
Swim Across America
PHTA Board Liaison



Charlie Claffey
President
Claffey Pools
PHTA Board Liaison



Rowdy Gaines
Vice President, Partnerships & Development
Pool & Hot Tub Alliance
Olympic Gold Medalist
PHTA Staff Liaison

LETTER FROM ROWDY GAINES

Dear Friends,

What an exciting year 2022 has been for our industry! We've come back stronger through the challenges of the pandemic and have worked hard to make an even bigger impact in the communities where we live and work. I'm especially proud of everyone who stepped up to support Step Into Swim, PHTA's philanthropic initiative that offers learn-to-swim programming to children in need. We reimagined the program in 2022, bringing forth powerful and inspiring results that showcase what we can accomplish when we work together to create more swimmers and promote water safety.

The expanded Step Into Swim initiative continues to fund swim lessons and educate consumers about drowning prevention through the program website, social media, digital advertising and media relations - including the special segment we hosted on the TODAY Show during National Water Safety Month last May with Olympians Cammile Adams and Cullen Jones.

Thanks to the support of our generous donors, Step Into Swim has made a difference for families throughout the U.S. and elevated our message about the importance of swim education. The greatest accomplishment of the program in 2022 has been providing \$750,000 to learn-to-swim programs across 46 states, reaching 23,500 children in need of swimming lessons. 100% of our raised funds go directly to lesson providers to help those who are financially unable to access lessons. These lessons help reduce childhood drownings in the communities who receive our grants. Thank you for your support - we could not have done this without you!

“

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We are just getting started, and I encourage you to join us in investing in the next generation of swimmers. As members of the pool and hot tub industry, we have a responsibility to provide all children with proper swim education.

We are grateful to PHTA's Board of Directors, the Step Into Swim Champions Board and other generous supporters who have contributed to the campaign thus far. We are looking forward to another successful year full of meaningful and impactful work.

Best,



Rowdy Gaines

Vice President, Partnerships & Development



MAKING BIG WAVES IN 2022

2022 has been an exceptional year for Step Into Swim. We're beyond proud of the work we've accomplished together. Every one of our partners, members and industry supporters has made an impact and continues to believe in our mission of creating more swimmers. It truly takes all of us to achieve our goals and drive positive change!

BY THE NUMBERS

In 2022, Step Into Swim funded



\$750,000
to learn-to-swim
programs



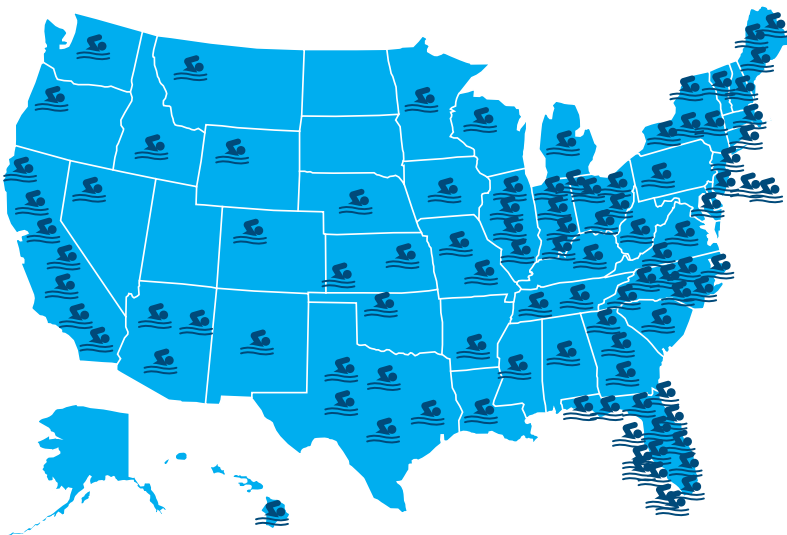
Grants in
46
states



23,500
children in
need

As of September 2022

STEP INTO SWIM GRANT COVERAGE



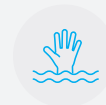
UNDERSCORING THE NEED FOR SWIM EDUCATION

Our work at Step Into Swim is truly lifesaving. Learning to swim from a qualified instructor reduces the risk of drowning by 88% among children ages 1 to 4, which is why we are committed to reaching as many children as possible through our program.

Step Into Swim and PHTA partnered with The Harris Poll to conduct a consumer survey* to better understand parents' perspectives on water safety and to inform our advocacy for swim education. The results show parents are concerned about their children's swimming abilities and further underscore the importance of swimming lessons for all children. Key survey findings show that among parents who have a child ages 14 or under:



83% of parents are confident in their child's ability to be safe in the water



65% say they are concerned about their child drowning in a pool



81% of parents say they and their family have access to a pool, most commonly a community or public swimming pool (33%)



Only 54% plan to enroll their child in formal swimming lessons this year (2022)



Less than half of parents (48%) are confident in their own swimming abilities, only 33% have had formal swimming lessons, and just one quarter (25%) are CPR certified

*This survey was conducted online within the United States by The Harris Poll on behalf of PHTA from March 31-April 4, 2022 among 606 U.S. adults ages 18 and older who are parents of kids 14 and under. The sampling precision of Harris online polls is measured by using a Bayesian credible interval. For this study, the sample data is accurate to within +2.8 percentage points using a 95% confidence level.



THE IMPACT OF STEP INTO SWIM



We really appreciate our Step Into Swim grant because we would not have been able to sign Braxton up with Blue Ridge Swimming if we had to pay the full cost. Neither myself or my husband can swim and we know how important this lifelong skill is and believe children should be taught it.

-Shannon Fowler, Parent



She was terrified of the water before beginning lessons. Now, she can jump in, submerge herself under water and kick on her stomach and back with assistance. She now

loves to play, knows water safety and is a big fan of her lifejacket!

-Olean Family YMCA regarding Kinsley Tuttle, Grant Recipient

We just moved to a new house this summer and there's a pond right outside the door. We knew we wanted to try to put Charlie in these lessons because of that, but the money made the decision of whether or not to do it harder. When I saw there was a grant available, it made it much easier to do!

-Katie Anderson, Parent



Swimming lessons have helped tremendously because now my one-year-old isn't afraid of the water. She will swim all over the pool and knows how to float on her own. As a single mom, the Step Into Swim grant helped provide this wonderful skill to my baby and keep her alive.

-Haley Perdue, Parent

The Step Into Swim grant helped us afford swimming lessons for our children. We live close to a major lake and river and often find ourselves in a pool. I wanted to know my kids would be safe if something were to happen.

-Mattea Burson, Parent

By allowing Grant to participate in the infant survival swim program, he has developed so much confidence in and around the water. It is amazing to see him smiling, laughing and knowing exactly what to do any time he is in the pool. As a mother, there is a level of confidence that I will always want for my children and the infant survival swim program has allowed me to give that to Grant.

-Rozlyn Locust, Parent



EMPOWERING THE NEXT GENERATION OF SWIMMERS



Step Into Swim is PHTA's philanthropic endeavor to make a difference in swimming communities nationwide, which means all our members have an opportunity to play an active role in getting new swimmers comfortable in the water.

The average cost of a swim lesson varies depending on the geographic location and type of instruction. Considering the cost of lessons and understanding the need for proper swim education to prevent drowning, **it is our goal to raise \$750,000 a year.** This will allow us to provide free swimming lessons through grants and partnerships with swim schools across the country and create educational programming.

Step Into Swim can help millions of parents and swimmers build confidence in the water and understand the fundamentals of water safety, thereby reducing the number of drowning deaths reported in the U.S. But we can't do this alone. **We need you and your support.**

SHOW YOUR SUPPORT

At Step Into Swim we know that drowning affects people of all social and economic backgrounds, and it is our mission to create more swimmers regardless of income or cultural standing. Each year, PHTA accepts applications from new and/or recurring organizations and a selection committee appropriately grants funds. 100% of donations go directly to Step Into Swim initiatives and learn-to-swim programming. On average, it costs Step Into Swim \$50* per child to provide swimming lessons. Your donation directly contributes to ensuring children get the education they need to thrive in and around the water.

Tiered Donor Levels:

- **Friend Level:** \$1-\$999 (up to 19 children)
- **Bronze Level:** \$1,000-\$4,999 (20-99 children)
- **Silver Level:** \$5,000-\$19,999 (100-399 children)
- **Gold Level:** \$20,000-\$49,999 (400-999 children)
- **Platinum Level:** \$50,000-\$99,999 (1,000-1,999 children)
- **Diamond Level:** \$100,000+ (2,000+ children)

Brand Ambassadors:

Industry advocates like you can work alongside PHTA and the Step Into Swim Champions Board to help solicit funds for the program.

*Cost per swimming lesson varies by location.



BETTER AND STRONGER TOGETHER

Thank you to our existing donors and sponsors* for believing in the important, life-saving mission of Step Into Swim and generously giving the gift of swim lessons and water safety education across the country. We couldn't reach our program goals without you.



PHTA proudly recognizes the following companies for their generous support of Step Into Swim. To see a complete list of donors, please visit StepIntoSwim.org.

Diamond Level

Florida Swimming Pool Association
Fluidra

Platinum Level

Claffey Pools
Hayward

Gold Level

American Pools
Informa
Master Pools Guild
Premier Pools

Silver Level

Robert Blanda
Bluewater Pro Pool Services
Heritage Pool Supply Group
NESPA Foundation
Swimming Pool Services, Inc.

Bronze Level

Central Arizona Chapter
Melissa Mishoe
Michael Dively
James Mock
The Great Escape
Precision Pools
Green O' Aces, Inc.
Kevin and Erin Post
Gregory Eggert
Southern Charm Pools
Scott Frost
Stephen Robbins
Karl Frykman
Julie Heer
Joseph Laurino, Ph.D.
Andy Levinson
LIPSA



**As of December 2022*

Thank you for your support!

To donate and learn more about the program, visit StepIntoSwim.org/donate



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www.StepIntoSwim.org