



SAVING LIVES | BUILDING CHAMPIONS

## Swim Lesson Provider Network Overview

USA Swimming and the USA Swimming Foundation believe that the best defense against drowning is empowering children with the life-saving skill of swimming and teaching them how to be safer around the water. The USA Swimming Foundation supports swim lesson providers across the country in an effort to provide the opportunity for every child in America to learn to swim. With the help of our swim lesson provider network, the USA Swimming Foundation educates parents through a national awareness campaign, saves lives through free and reduced-cost programming, and teaches millions of children annually.

The swim lesson provider network offers the opportunity to make a difference in your community, helping you to:

- Expand awareness about the importance of learning to swim and water safety
- Market your program as one offering leading practices to families within your community, with the support of the USA Swimming Foundation brand

The specific benefits of partnering with the USA Swimming Foundation are numerous. As a USA Swimming Foundation swim lesson provider network program, you can take advantage of these great benefits and more:

- Utilize the USA Swimming Foundation's name and brand to drive awareness to your learn-to-swim and aquatic programs
- Participate in an on-going national marketing and public relations campaign along with the USA Swimming Foundation and its corporate and aquatic partners
- Apply for USA Swimming Foundation grant dollars to support children who otherwise would not participate in learn-to-swim programming
- Access to promotional items, educational materials, and equipment to use in your programs and at community events
- Free or reduced rates on educational courses, workshops and conferences
- Access to lower rates on general liability insurance

Since 2007, the USA Swimming Foundation's swim lesson provider network has grown to more than 1,500 programs across 50 states, providing quality programming with leading industry practices to families across the country.

In order to track the effectiveness of the network, the USA Swimming Foundation asks each program to report their total enrollment numbers, and the number of scholarship recipients (free or reduced-cost), on an annual basis. This data is analyzed by the USA Swimming Foundation to monitor the impact of the network, and to secure additional funding in support of scholarship opportunities for children.

To date, the swim lesson provider network has reported more than 12 million enrollments in learn-to-swim programs at their facilities. Of these, more than 190,000 children have been recipients of a scholarship as a direct result of USA Swimming Foundation funding, with an additional 700,000 children receiving scholarships facilitated by participating programs themselves, leveraging their relationship with the USA Swimming Foundation to provide scholarship opportunities within their communities.

*For more information and to join the USA Swimming Foundation's swim lesson provider network, visit <https://www.usaswimming.org/foundation#youth-learn-to-swim>.*

***Together, we are saving children's lives through swim lessons!***