



SAVING LIVES
Building Champions
PROUD FOUNDER OF **MAKE A SPLASH**

The USA Swimming Foundation's 2013 Make a Splash Grant Guidelines

Purpose:

In 2013, The USA Swimming Foundation will invest at least \$260,000 in grants to help Make a Splash Local Partner Programs provide services to young people who, otherwise, would not have the opportunity to participate in water safety instructional programs and/or swimming lessons. Requests for funds may include any use that advances this purpose.

Eligibility:

- The learn-to-swim provider must be an approved Make a Splash Local Partner.
- The Local Partner must have turned in the 4 most recent quarterly reports.
- The Local Partner must have a current additional insured certificate on file.
- The Local Partner will be required to recognize the USA Swimming Foundation and the Make a Splash initiative as a partner and place a Make a Splash logo and a link to www.MakeaSplash.org on their website through December 31, 2013. In addition, grantees will send a provided press release announcing the grant award to their local media outlets. Failure to do this will result in ineligibility for future grant funding.

Grant Amounts:

In 2013, at least \$260,000 will be awarded in grants to Make a Splash Local Partner programs across the country. Individual grants will range from \$1,000 to \$15,000. See amount and category details on page 2 to determine a reasonable request amount for your program.

Houston, TX only grants:

In 2013, a generous donation from Phillips 66 will allow \$100,000 to be awarded to Make a Splash Local Partner programs in the Houston, TX metro area.

Timeline

- Request for proposals announced: January 22, 2013
 - Request submission deadline: February 22, 2013 at 5pm MST
 - Award announcement: March 29, 2013
- Grant funds will be distributed as soon as a signed letter of agreement and W9 form are submitted to the USA Swimming Foundation.

Amount and Category Details

Large Municipality:

- Population served: more than 250,000
- Local Partners in this category: municipalities, county organizations, parks and recreation departments, and school districts
- 1-5 pools: Local Partner is eligible to apply for up to \$5,000
- 6-10 pools: Local Partner is eligible to apply for up to \$10,000
- 11 + pools: Local Partner is eligible to apply for up to \$15,000
- Must specify in application which pools will receive grant money, and specifically where it will be used.

Small Municipality:

- Population served: less than 250,000
- Local Partners in this category: municipalities, county organizations, parks and recreation departments and school districts
- 1-5 pools: Local Partner is eligible to apply for up to \$5,000
- 6 + pools: Local Partner is eligible to apply for up to \$10,000
- Must specify in application which pools will receive grant money, and specifically where it will be used.

Non-Profits:

- Any non-profit that is not also a municipality, county organization or school district
- Local Partners in this category: YMCAs, Boys and Girls Clubs, and privately founded non-profits
- Each Local Partner is eligible to apply for up to \$5,000

For-Profits:

- Local Partners in this category: any for-profit swim lesson provider
- Each Local Partner is eligible to apply for up to \$5,000

Guidelines

Funds are to be used in the same year that the grant is awarded. If a Local Partner is granted funds and has not signed and returned their Letter of Agreement and W9 by October 1, 2013, their award will be cancelled.

In evaluating grant requests, the review committee will consider the following questions and guidelines:

- Does the proposal directly benefit children who would not otherwise receive the opportunity to learn to swim?
- Will the partner or another organization contribute resources to this project? Is the club or other organization's donation available and secure? Is there a viable plan to raise additional money if the grant dollars will only fund a portion of the cost of the project?
- Is the project a one-time event or does it have an ongoing benefit?
- If ongoing, is the project sustainable without future funding? If the project requires future funding, is there a solid plan in place to generate additional revenue?
- Our grant program statistics show that the average cost for a session of 8 swim lessons is approximately \$75. Does your proposed budget compare favorably with this average? Successful proposals will indicate how many children will be served by the project, will

compare favorably with our calculated average cost of swim lessons, and will serve as many children as possible with available resources.

- Are there other organizations involved in the project? Does your program have community participation? How will the involvement of partners strengthen your program?

The USA Swimming Foundation will not accept:

- Applications that are late or incomplete.
- Applications from providers that are not Make a Splash Local Partners.
- Applications from Local Partners that do not have the 4 most recent quarterly reports or a current additional insured certificate on file.
- Applications for grants using previous year application forms.
- Applications requesting an amount which exceeds the maximum allowed for your type of program (please see amount and category details on page 2).
- Applications seeking funding to provide budget relief or to purchase equipment.
- Applications requesting funds to be used for re-granting purposes.

2013 Make a Splash Local Partner Grant Checklist

- Is your program a Make a Splash Local Partner?
- Have you turned in the 4 most recent quarterly reports (specifically: winter 2011/2012, spring 2012, summer 2012, and fall 2012)?
- Does your program have a current insurance certificate on file naming the USA Swimming Foundation as additional insured?
- Did you fill out the Request for Proposal Application Page?
- Did you answer all 5 questions in a written proposal of less than two pages?

If you can answer yes to all the questions above, please submit your Grant Application form along with your written proposal (answers to 5 questions) no later than 5pm MST on February 22, 2013.

Deadline/Submission Instructions

All grant applications must be received by **Friday, February 22, 2013 at 5pm MST time**. Late applications will not be accepted. Electronic applications are encouraged, but applications will be accepted via fax or mail.

Scan or email to:

hnavarre@usaswimming.org

When e-mailing applications, please put the Local Partner's name in the subject line of the e-mail.

Fax to:

Attn: Harriett Navarre
719-866-4669

Mail to:

USA Swimming Foundation
Make a Splash Grant Application
Attn: Harriett Navarre
1 Olympic Plaza
Colorado Springs, CO 80909-5770
(Note: Must be postmarked on or before February 22, 2013)

